BROADCASTING

Broadcast Advertising

TECHNOLOGY DEPT.

PUBLIC LIBRARY
NOV 9 1942
DETROIT

"YES, DEAR— YOU LOOK LOVELY!"

● Try as you may, you can hardly blame Mortimer for being inattentive at a time like this. Mortimer, you see, is deep in the heart of the 1942 Iowa Radio Audience Survey. And he has just made two rather startling discoveries. To wit: The Iowa people who go to the movies most often are the ones who spend the most time listening to the radio; and, the more papers and magazines an Iowan reads, the more he also listens to the radio!

Yes—and these facts are new to *you* too, aren't they? They're just two examples of the Survey's 80 pages of enlightening data about typical Mid-Western radio listeners. In fact, the Survey answers almost every question you can ask about the Iowa radio audience and its listening habits! As, for instance, *"What radio station do Iowans listen to most?"* Answer: WHO, named by 60.4% of the nighttime listeners (and 55.7% in the daytime!).

Like its four predecessors, the 1942 Summers-Whan Survey is based on nearly 10,000 personal interviews covering every county in Iowa. And its figures are broken down by sex, age-group, educational background, place of residence and income bracket. It is, in short, the most complete and revealing analysis of the Iowa radio audience ever compiled.

Send for your copy, *now!* It will be mailed you gratis, of course.

WHO

+ *for* IOWA PLUS! +

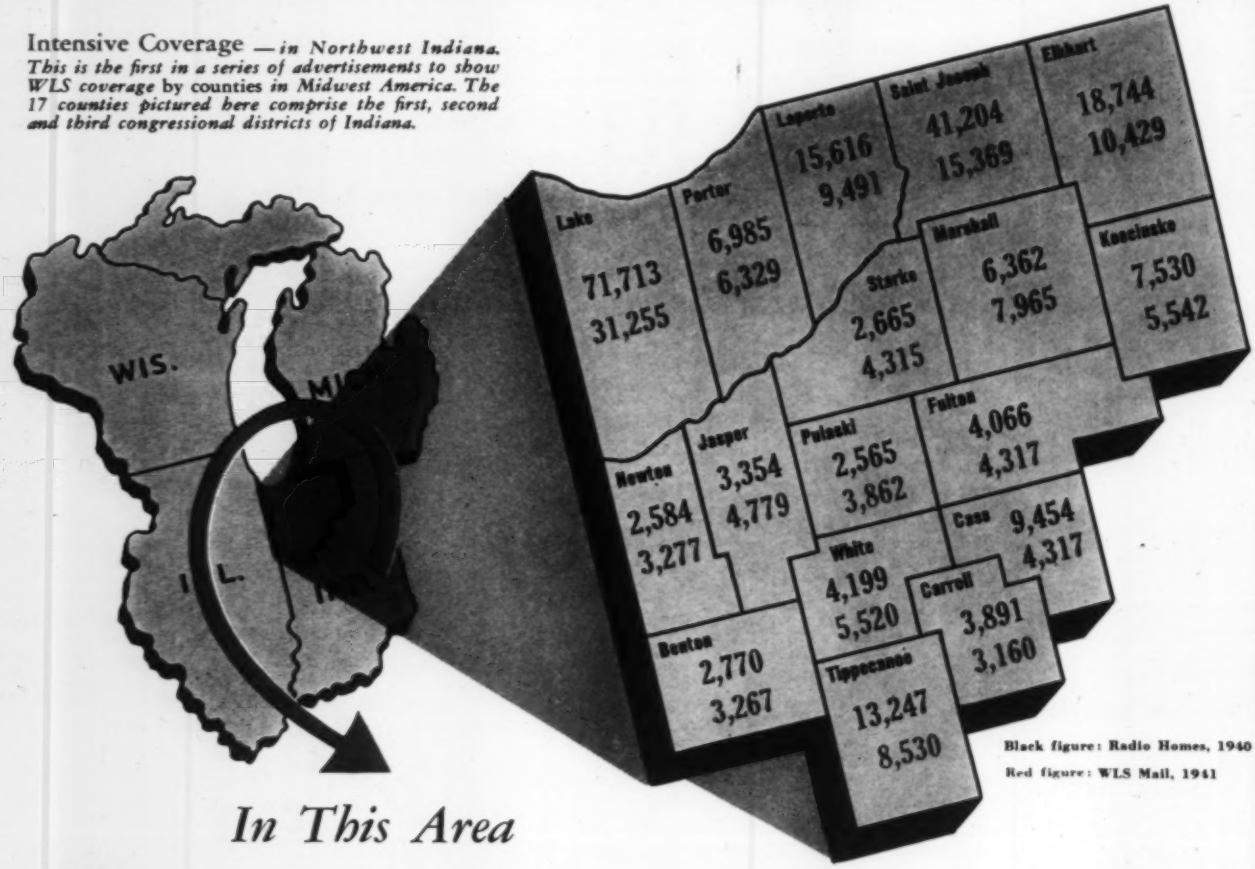
DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Intensive Coverage — *in Northwest Indiana.*
This is the first in a series of advertisements to show WLS coverage by counties in Midwest America. The 17 counties pictured here comprise the first, second and third congressional districts of Indiana.



Black figure: Radio Homes, 1940
Red figure: WLS Mail, 1941

In This Area

THREE Out of FIVE Families Wrote Us!

FROM the section of Northwest Indiana pictured above, WLS last year received 132,620 letters. That's intensive coverage—definite proof of listening in 61% of the radio homes. . . better than three out of every five families! Note, too, that from several counties we received more letters than there are homes—irrefutable evidence of *intensive* and *frequent* listening!

Of course, this area is only a small part of the WLS Major Coverage Area, spread over four states: Illinois, Indiana, Wisconsin and Michigan. We've determined this great WLS "Area of Influence" through mail analysis. If you want to hear any more . . . about sales results or such . . . ask your John Blair man.

WLS
CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

"Praise the Lord and PASS THE AMMUNITION

I JUST GOT ONE OF THE DEVILS!" These words weren't spoken by the gunner. He was dead. But it was reported that a gutty little chaplain who rushed to the gunner's post spat them out as he bagged his first Zero. It wasn't his business to kill. But war sometimes changes business . . . typewriter companies begin making machine guns and optical manufacturers begin making bomb sights.

What happens to them after they stop passing the ammunition? Some praise the Lord and go back to selling civilian products . . . some just praise the Lord. To industries interested in staying in business long after the ammunition has been passed, we suggest keeping your brand name alive.

A program on WSM, for instance, can go into over 2,000,000 radio homes at a very low cost per home. Why not investigate? We've got 50,000 watts on a clear channel and one of radio's lowest frequencies. We're in the heart of a $3,000,000,000.00 agricultural market, and our industrial growth is the fastest in the nation. A post card will bring facts and figures.

W Air Castle of the South E
50,000 WATTS CLEAR CHANNEL
WSM

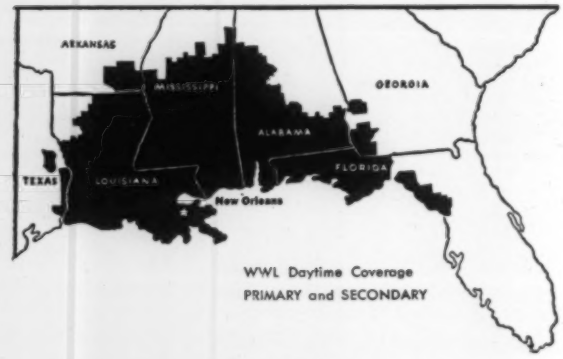
HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Fan mail from Philly

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Philadelphia listeners show their "brotherly love" by writing in all the way to WWL in praise of our programs. Our mail constantly shows our long-range selling-POWER.

But it is much more important to you that we dominate completely the rich trade area around New Orleans—and deliver it to you for your sales and profit.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 19 NOVEMBER 9, 1942

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

A better buy is KFAB. Fits perfectly over the farm and small town markets throughout Nebraska and her neighboring states. Won't pop a runner in anybody's advertising campaign. For sheer profits, get KFAB to give you a "leg up" in this midwest area. We're rationing some of our time—but there are still good availabilities left, for you.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

"IT REALLY SELLS!" SAYS WMOB.
The shows prepared by the ASCAP Radio Program Service are planned and executed by writers of long experience and *proved ability to sell.* This service is provided, without charge, to any ASCAP-licensed station.
AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City

RADIO **WMOB** STATION
MOBILE, ALABAMA

Aug. 14, 1942.

Mr. Robert Murray,
Radio Program Service,
ASCAP,
30 Rockefeller Plaza,
New York, N. Y.

Dear Mr. Murray:

Congratulations on the top-notch job ASCAP'S script writers are doing!

"Music as you like it" slipped into our Saturday noon slot several weeks ago and has been drawing dial twisters our way ever since. It really sells. Your scripts are the sort of material a program director likes to schedule, an announcer likes to handle, and the public likes to hear.

By the way, that "ten-minute show" idea sounds like a natural. Send along the first batch as soon as you can.

With best wishes for bigger and better things, I remain

Yours very truly,

STATION WMOB,

Wallace Dunlap

Wallace Dunlap,
Program Director

WD/m

1230 KILOCYCLES

It was just an idea the first of August, 1942. One month later, the first of September, the biggest Sponsor—Star—Program—Network—Station—Radio Promotion ever to be conceived was in the works *at every NBC affiliated station throughout the country...*

NBC's Fall Parade of Stars!

A promotion of such proportions meant no fooling. As soon as the idea was okayed we wired our stations, "Parade of Stars coming up!" Our sponsors

rounded up their stars from all over the country, who, breathless from army camp tours, Victory Bond Drives, etc., began to "cut" records—records with all the umph, appeal and personality of their own "live shows."

While this was going on, running scripts were being ground out to go with these records; car and bus cards, billboard posters, lobby cards, match cases, milk bottle collars, announcements, news releases, advertising mats were being designed and printed—and a complete gallery of the stars' pictures was being assembled.

And smack went the whole works into a hefty portfolio—American Express delivered—and 125 NBC affiliated stations went to work.

• • •

Then things began to happen! To date—one month after our stations received the promotion... 21 top-flight NBC shows are on records—totaling 2063 "pressings."

125 NBC affiliated stations using these 2063 recordings, the prepared scripts and announcements, are telling in "preview" broadcasts every NBC listener in every town, city and hamlet in the United States that these stars are back for the biggest winter season ever!

125 NBC affiliated stations are plastering the country-side with posters—taking space in buses and cars for more attention—setting up posters in hotel and theatre lobbies—giving out news releases—placing advertisements ranging all the way up to full-page and double-truck rotogravure spreads—distributing match cases—and posting the stars' pictures in every likely nook and cranny!

And this is only the beginning—when the final returns are in, the figures will read like box car numbers!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

SONOVOX helps build "name" band!

Alvino Rey plays his famous electric guitar, while lovely Louise makes it talk with Sonovox

ALVINO REY
AND HIS ORCHESTRA

October 16th, 1942

Mr. James L. Free
President
Wright-Sonovox, Inc.
180 North Michigan Avenue
Chicago, Illinois

Dear Jim:

As you know, it was just six months ago that I started using SONOVOX to create my "singing guitar". Now, as I return to the Astor Hotel in New York after an extensive trip around the country playing in theaters, I want to tell you what an important part SONOVOX is playing in my band.

You know, of course, that my theme song is built around the singing guitar — and I am now using SONOVOX effects on every broadcast and at every performance. The singing guitar, used in arrangements with the King Sisters and Bill Shallon, has been so effective that we have had to constantly increase the number of these arrangements to satisfy the requests for them. "Stringy", my single string comedy character, has become such a personality that fans will many times ask for him for his autograph. Even the boys in the band talk about him as if he were one of the gang!

While this letter can only partially tell you how delighted I am with SONOVOX, I do want you to know that we consider it one of the major contributions toward the band's recent success and that we certainly shall continue to use SONOVOX as long as we are in business.

Best regards.

Sincerely,
Alvino
Alvino Rey

AR/mp

SIX months ago, Alvino Rey's Orchestra was plenty good, but hardly different from several other top dance bands. Then Alvino Rey heard Sonovox, and determined that he would teach his singing guitar to *really* sing — *words!* Now Alvino Rey and his singing guitar are a smash hit eagerly picked up every night by millions of listeners—and "Stringy", the entirely disembodied voice of the guitar, actually gets a great many requests for "his" autograph from "his" mystified fans!

Sonovox can personalize and dramatize and sell *your* product just as easily and efficiently as it has done all these things for Alvino Rey's Orchestra—for Lever Bros.' Lifebuoy Soap—for Colgate's Vel and Palmolive—for Feltman & Curme Shoes—for Bromo-Seltzer—for the Milwaukee Road—for Fould's Macaroni, and for several others. How about letting our top-notch Production Department work up some ideas for *you?* There will be no obligation, of course. Address:

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 180 N. Michigan, Franklin 6375 — NEW YORK: 247 Park Ave., Plaza 5-4181 — SAN FRANCISCO: 111 Sutter, Sutter 4555 — HOLLYWOOD: 1512 N. Gordon, Gladstone 5949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL 23, No. 19 | WASHINGTON, D. C., NOVEMBER 9, 1942 | $5.00 A YEAR—15c A COPY

FCC Places Industry on Full War Basis

Decibel Reduction, New Standards Adopted

RADIO goes on full wartime basis as a result of FCC action announced last Saturday which enforces a horizontal reduction by one decibel of all transmitter radiated power, relaxation of the normal engineering standards and suspension of the Commission's regulation requiring stations to operate at least two-thirds of their authorized time during the broadcast day.

The order goes into effect Dec. 1.

For several months industry leaders and the FCC have recognized the need for the adoption of such a program, originally proposed by the War Production Board [BROADCASTING, Aug. 17, Oct. 26] with a view to extending the life of existing equipment and making the most of reduced critical materials and manufacturing facilities.

No Noticeable Effect

At a special meeting last Friday the Commission, presided over by Chairman Fly, adopted Order No. 107 which makes the readjustment of broadcast transmitters mandatory to achieve maximum conservation of equipment. This readjustment calls for a decrease by 1 db. of broadcast transmitter power but its effect will not be noticeable to the broadcast listener, it was emphasized, and the licensed power of stations remains unaffected. The 1 db. reduction, it was ordered, must be offset by transmitter adjustment.

With a view to war needs, the FCC last summer quietly conducted tests in reduction of db. on several stations. The time was selected, it was explained, because atmospheric or noise conditions are poorest at that time of the year. The stations involved operated on reduced db. for two alternate broadcast days, with no effect noticeable by listeners. In proof, it was pointed out that not a single letter of complaint was received.

In fact, several listeners even though aware of the test were unable to detect any difference at all, the FCC reports. Some of them even reported improved reception during the reduction periods. In view of the overwhelming evidence, it was concluded that such a result under the worst possible conditions made it extremely unlikely that any difference could be noticed at any other season of year.

With no discernible effect by the listener, the db. reduction takes on added import when it is realized that the extension of the life of components is as much as 20 to 50%.

To aid broadcast stations in adjusting equipment to obtain maximum life, the FCC has issued in conjunction with this reduction a "Manual on the Adjustment of Standard Broadcast Transmitter" prepared and approved by the Board of War Communications, establishing the procedure to be followed in readjusting equipment and making regular checks of such adjustments.

Voluntary reduction of broadcast time is now also possible under this wartime basis of operation. Section 3.71 of the Rules and Regulations which requires each standard broadcast station to operate at least two-thirds of its authorized time during the broadcast day has been suspended. In its place operation is now required only one-third of the broadcast day.

This permits a voluntary reduction in time of operation from 12 hours daily to 6 hours daily in the case of an unlimited time station.

No restriction has been placed on the maximum hours of operation except as established by present licenses and the Rules and Regulations of the Commission.

The original program conceived by the WPB called for a reduction of time, revision of FCC regulations to allow stations to share time, reduction of db., amendment of engineering standards to allow relaxation of distortion and performance standards, amendment of FCC regulations to permit suspension of service by stations for the duration without loss of license.

In effect, the adoption of the three-point program by the FCC is already the realization of more than half the originally proposed program. The three points adopted were the only ones considered by the Commission at its meeting last Friday and the remainder of the program will likely be considered within the next two weeks, it was indicated.

Obstacle to Suspension

At present the major obstacle to suspension of service for the duration without loss of license hinges on the legality of such a practice. FCC lawyers are studying the problem carefully and some pronouncement on this question is expected in the near future. Since some 200 stations operated at a loss last year, it is believed likely that the FCC will act to aid such operators, if legally possible. The remainder of the proposals, it was learned, have not been acted upon negatively but are yet to be considered by the Commission.

By allowing stations to operate one-third of their broadcast day, much is contributed to conservation of equipment. Since the actual time of service is not restricted, stations are then allowed to serve their listeners as they see fit, within the peculiarities of their listening areas. For example, a station may reduce its broadcast day without impairing service to war workers who may be working at irregular hours.

With the aid of a reduced broadcast day a station hard pressed for technicians and other personnel

(Continued on page 56)

Federal Units Set Up System To Handle Wage Level Freeze

Definite Action on Brynes Order Awaits Detailed Regulations to Be Issued Within Ten Days

For Other Wage Freeze Stories, pages 58-59

PLANS for administration of the wage freeze were outlined in Washington last Friday, when Chairman William H. Davis of the War Labor Board revealed that more than 100 offices of the Labor Dept. Wage & Hour Division would open Monday (Nov. 9) to give information to firms considering increases. Chairman Davis warned the WLB would be "pretty damn tough" in approving raises.

At the Bureau of Internal Revenue, meanwhile, A. D. Burford, assistant to the commissioner, charged with administration of the Treasury's part of the program, said regulations should be completed within ten days. As professional people, most broadcasting employes not coverd by trade agreements will be under his jurisdiction.

Regional Rulings

The Treasury has already set up field offices in New York, Philadelphia, Detroit, Chicago, San Francisco, Los Angeles and Seattle for supervision of the freeze, and Mr. Burford said other regional offices will be opened as the need arises.

Warning against the danger of misinterpreting provisions of the freeze, Mr. Burford urged employers to submit all questions about the Act to the field offices where veteran Internal Revenue employes will be prepared to give correct information about salary adjustments. Mr. Burford added that personnel of field offices will include experts in industries to be serviced and that broadcasting will probably be among those represented.

Internal Revenue officials were unwilling to predict the amount of leeway employers will be given in raising individual salaries without prior consent of a Treasury field office. However, John L. Sullivan, Assistant Secretary of the Treasury, has already pointed out that in six specific types of raises, un-

(Continued on page 59)

Time Sales of $178,091,043 Shown in FCC Data for 1941

Commission Figures Compare With $176,280,000 Estimated by 'Broadcasting' last February

See table on page 22

SUPPORTING in general the estimates of 1941 broadcast times sales reported by Dr. Herman S. Hettinger in the 1942 BROADCASTING *Yearbook*, the FCC Accounting Division last week made public its 1941 income statement for 817 commercial stations, three major networks and five regional networks.

The statement showed that these outlets accounted for a dollar volume of $178,091,043 last year, whereas the *Yearbook* estimate was $176,280,000. These figures were before commissions to advertising agencies, representatives, brokers and others.

The Commission's capitulation showed total sales of time by the 817 stations, including network-purchased time, amounting to $129,472,200.

Sale of station time to national and regional sponsors totaled $45,681,959. Sale of station time to local sponsors amounted to $51,697,651. The 1942 *Yearbook* estimated national and regional non-network business at $45,670,000, local at $47,610,000.

Networks' Largest Sellers

Revenue from the sale of major network time (NBC's two-networks counted as one; CBS; MBS) totaled $79,621,534; the regional networks accounted for $2,752,073. These networks paid back to stations $32,818,686, says the report.

The net time sales figures, after deductions of commissions, ran $116,538,261 for the 817 commercial stations, and $37,050,836 for the networks. Included in the figure for the 817 stations was $16,975,745, representing the amounts retained from the sale of network and station time by the 33 managed and operated stations.

Additionally, the networks and the stations showed revenues from incidental broadcast activities, such as talent etc., amounting to $15,190,335, so that actual total broadcast revenues were placed at $168,779,432.

177 Operated at Loss

The Commission calculated total broadcast expenses of networks and stations at $123,940,406, thus leaving as the "broadcast service income" $44,839,026. No calculation of tax deduction is made. The Commission explains that this sum is simply the "excess of broadcast revenues over broadcast expenses", adding that "net income is not shown because many station licensees conduct more than one type of business and the inclusion of income or loss from another type of business would distort the relationship between broadcast service income and net income."

The Commission accountants also reported that, among the 817 commercial stations, 177 operated at a loss during 1941. Their aggregate losses were $7,780,500, an average per station of $43,958. The Commission's 1940 figures showed 187 stations operated that year at a loss. Of the 817 stations reporting for 1941, 658 reported time sales of $25,000 or more each; 159 reported time sales of less than $25,000.

Scare Advertising Drive Is Lauded by Henderson

PRAISE came last week from Leon Henderson, Office of Price Administration chief, for the campaign against "scare" advertising currently being carried on by the National Assn. of Better Business Bureau in a letter sent to their war activities chairman, Kenneth Barnard.

In part the letter read: "Scare advertising is a cheap device used to swindle the public by creating false stimulation of purchasing." Such means are dishonest, he wrote, and "serve neither country nor themselves [such advertisers] as they too suffer in the end."

THEY DO GROW UP, the progeny of radio's still young veterans. Here's Lew Weiss, Don Lee general manager and vice-president, in a happy mood as he was snapped at the depot before bidding farewell to his daughter Patsy, wed last month to Lt. Albert F. Hart, Army.

T. H. YOUNG, director of advertising, U. S. Rubber Co., has been appointed a member of the board of directors of Advertising Council, New York.

STANDARDS GROUP OF WPB TO MEET

STANDARDIZATION will occupy the attention of the War Production Board's replacement parts industry advisory committee at its next meeting, scheduled on or about Nov. 17.

Considerable progress has already been made by this group, according to Frank H. McIntosh, chief of the radio section and presiding officer, and manufacture of new parts is being scheduled in the light of standardization already effected or planned. To aid in the establishment of standard products, WPB is also cooperating with the American Standards Assn.

On the tube front, it was learned that a program for all transmitter tubes was being discussed with the WPB's over-all allocation committee. This is part of the new controlled materials plan which calls for programming of all production to conform to available raw materials. Its principles have governed manufacture of all radio equipment since last April.

A new radio industry advisory committee to deal with general policies of the military radio program was announced last week with Ray C. Ellis, deputy director of WPB's radio and radar branch, as chairman. Members of the committee are: W. P. Hilliard, Bendix Radio Co.; A. S. Wells, Wells-Gardner & Co.; E. E. Lewis, RCA Mfg. Co.; W. F. Hosford, Western Electric Co.; Percy L. Schoenen, Hamilton Radio Corp.; Max F. Balcom, Sylvana Electric Prods.; Monte Cohen, F. W. Sickles Co.

War Distribution Marks ANA Agenda

Advertisers, Government To Discuss Problems In New York

DONALD M. NELSON, chairman of the War Production Board, and William M. Jeffers, director of WPB's rubber program, head the list of speakers at the wartime meeting of the Assn. of National Advertisers, to be held Nov. 11-12 at the Hotel Pennsylvania, New York.

Mr. Nelson will speak at the dinner meeting at the Hotel Commodore on Wednesday and Mr. Jeffers at the dinner meeting at the Pennsylvania on Thursday. Because of the importance of their addresses these sessions will be open to invited guests. Other sessions of the two-day meeting are closed.

Cowles, Dyke to Talk

Morning session on Wednesday will be devoted chiefly to the wartime relationships of business and Government and their effects on advertising. Speakers include Gardner Cowles Jr., director of domestic operations of the Office of War Information; Ken R. Dyke, chief of the OWI campaigns bureau; Chester J. La Roche, chairman of the board of Young & Rubicam and chairman of the Advertising Council; Arthur R. Burns, member of the WPB committee on concentration, who has recently returned from England where he studied the British system of concentration of industry; Howard Coonley, chairman of the board of the Walworth Co., who has been giving his full time to the Government as deputy director of the conservation division of WPB.

The annual business meeting, including the election of officers and reports on the outlook for advertising media and on the plans of national advertisers for 1943, will be held Wednesday afternoon.

The Thursday daytime meetings will take up the problems facing national advertisers. T. Mills Shepard, vice-president of Daniel Starch Inc., will summarize an analysis of readership of wartime magazine advertising. Dr. Henry C. Link, vice-president of the Psychological Corp., will discuss the high spots of the nation-wide poll of the public attitude toward wartime advertising now being completed for the ANA.

H. E. Humphreys Jr., executive vice-president of the U. S. Rubber Co., will speak on advertising as seen by a company completely converted to war production. Paul G. Hoffman, president of Studebaker Corp., will discuss preparations that should be made now for the conditions which business will face when the war ends. The Thursday meetings will also include a panel discussion of wartime copy.

Describing the sessions as "not a convention but a two-day business meeting", and stating that the OWI has approved the meeting and has collaborated with the ANA in arranging the program, Paul West, ANA president, said:

Need for Wartime Meeting

"We decided to call this two-day wartime meeting because of the great need at this time to bring Government and business close together and to bring about the needed understanding for effective cooperation. So far all the emphasis in Washington and in business has been on production. We are at the point where recognition must be given to the distribution, marketing and advertising side, in other words, to the civilian requirements side of the picture which is equally important to the military requirements side.

"Conversion of industry to the manufacture of war materials has necessarily dislocated the production and flow of civilian goods. This is now beginning to cut deeply and may dangerously impair the machinery of distribution, marketing and advertising on which our civilian economy and therefore our whole effort is dependent."

"ELECTED!"

United Press Flashed It First

Reports from radio stations and newspapers all over the country show that at any given hour during election night and the next day United Press gave decisive returns on more election contests than any other news service.

U.P.

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

New Manpower Inventory Is Adopted

Broadcasting Included In Method to Ease Labor Problem

TO EASE the withdrawal of workers from essential activities including broadcasting, and manufacturing plants whose business volume is 75% or more in war materials, Paul V. McNutt, War Manpower chief, last Friday announced a "manning table plan" for voluntary adoption by eligible industries.

Under the system evolved jointly by WMC and Selective Service, a "manning table is developed which lists jobs, not men." For example, it contains the different kinds of jobs in the organization; the number of employes necessary for each job; the essential characteristics needed by each worker for each job; and the length of time necessary to replace each worker.

'Complete Inventory'

In practical use, it is a record for employers of all personnel to enable the release for military duty of all men who are eligible for service by reason of age, sex and physical condition, and their replacement by others not suitable for active service who can be trained to take their places. Regional offices of the WMC have been instructed to provide all interested business organizations and trade associations with complete information concerning the plan.

Essentially the program is a "complete manpower inventory of the plant or company using it," Mr. McNutt said. "It automatically emphasizes the need and opportunity for training and upgrading workers, points out ways in which women, older workers and handicapped workers may be used and provides data for forecasting future labor needs," he added.

He explained that after a "manning table" has been prepared by an employer, it must be reviewed and accepted. This is done through the regional director of the WMC, in collaboration with the State director of selective service. As a result, justification for the deferment of men in essential positions is provided within the limitations of Selective Service regulations. This then provides a more intelligent guide for local boards in determining deferments, Mr. McNutt pointed out.

Forms Provided

Complete forms and tables for the inception of the plan are available at regional and area offices of the WMC.

Once a manning table has been accepted by the State director of selective service, a station manager or suitable authority is then authorized to use the prescribed State acceptance stamp on occupational classifications (Form 42A). These are filed under this plan for all employes within the age liable for military service for whom occupational deferment is necessary. Forms 42A filed under this plan and bearing the authorized State stamp are then to be forwarded by the station direct to the local board and are to supersede any such forms or request for occupational deferment previously filed.

However, it was pointed out that "until further notice it will not be necessary to file Form 42A for registrants who have wives and children or who have children with whom they maintain a bona fide family relationship in their home."

Informs Local Boards

For such men, an employer should file Form 42B and when the time comes to reclassify such men, the employer may then file 42A.

The acceptance of such a plan by the State Director and the use of the approved State stamp informs the local board that careful consideration has been given to occupational classification requirements and the time required to replace registrants by the employer, the War Manpower Commission, and by the State Director of Selective Service. Local boards will, however, continue to give serious consideration to requests for deferment from plants which do not use the manning table as they have in the past.

WMC Regional Offices

REGIONAL offices of the War Manpower Commission where appropriate forms may be obtained, were listed as follows by WMC:

Region 1—Maine, New Hampshire, Vermont, Connecticut, Rhode Island, Massachusetts; 10 Post Office Square Bldg., Boston.

Region 2—New York State; 11 W. 42nd St., New York City.

Region 3—Pennsylvania, Delaware, New Jersey; 1634 Widener Bldg., Philadelphia.

Region 4—Maryland, Virginia, West Virginia, District of Columbia, North Carolina; 405 Arlington Hotel Building, 1025 Vermont Ave., NW., Washington, D. C.

Region 5—Ohio, Kentucky, Michigan; 521 Union Commerce Bldg., Cleveland.

Region 6—Indiana, Illinois, Wisconsin; 600 Bankers Bldg., Chicago.

Region 7—Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee; Lullwater Bldg., Atlanta.

Region 8 — Minnesota, Iowa, North Dakota, South Dakota, Nebraska; c/o John T. McCullen, Federal Office Bldg., Minneapolis.

Region 9—Missouri, Arkansas, Kansas, Oklahoma; 414 Dierks Bldg., Kansas City.

Region 10—Texas, Louisiana, New Mexico; Petroleum Tower Bldg., Dallas.

Region 11—Montana, Wyoming, Idaho, Utah, Colorado; 246 Equitable Bldg., Denver.

Region 12—California, Arizona, Oregon, Washington, Nevada; 245 Furniture Mart Bldg., San Francisco.

Quaker Names Agency

QUAKER OATS Co., Chicago, has appointed Sherman & Marquette, Chicago, to handle the advertising for its cereal, Sparkies. Company has in the past used spot as well as network radio for the product.

KXKX, Kansas City, Gives Up the Ghost As FCC Rules Its Renewal in Default

THE CAREER of KXKX, Kansas City, known before July 19, 1942 at KITE, was officially ended Nov. 6 when the FCC adopted an order denying as in default its application for renewal of license to operate with 1,000 watts on 1590 kc. fulltime and terminated a temporary license issued pending hearings.

According to the FCC, First National Television Inc., licensee of the station, was without funds to continue operations. The denial followed failure of the station to put in an appearance at a hearing scheduled for last Oct. 5.

The station want on the air with new call letters and from new studios in the Hotel Continental when it changed its call. It was under the direction of Richard K. Phelps, president. KXKX carried some MBS night-time programs after the signoff at sunset of the regular MBS outlet. WHB.

Checkered History

KXKX was founded about five years ago by a group that included Sam Pickard, former Federal Radio Commissioner and ex-CBS vice-president; Richard K. Phelps, his brother-in-law, an assistant district attorney in Kansas City; Leslie Herman, New York attorney; Sidney Q. Noel, television school operator; Arthur B. Church, chief owner of KMBC, Kansas City.

Later Mr. Church withdrew from the company and entered into litigation with the corporation structure, which became highly involved and confused. New stockholders appeared of record in the persons of D. E. Kendrick, now operating WINN, Louisville, who became the station's manager, and M. C. McCarten, of Louisville. The station has undergone many management and personnel shifts, the latest having been ordered last July when it was placed under the direction of Mr. Phelps, who appointed Sims Guckenheimer, secretary of Transradio Press, New York as its manager.

Last November an application was filed to sell the station for assumption of its liabilities plus a cash sum, totaling $50,000, to A. L. Glassman, Utah theatre operator and chief owner of KLO, Ogden, and Paul R. Heitmeyer, manager of KLO. This deal, however, fell through for the application was not pursued.

The latest available record of stockholdings as of June, 1941 showed Mr. Kendrick as president, owning 18.58%; Mr. Pickard, 37.15%; Mr. McCarten, 35.38%.

Impasse Develops In Detroit Dispute; Petrillo Probe Lags

Stations Balk at Demand for Use of More Musicians

A DEADLOCK has developed in the negotiations between the Detroit Federation of Musicians Local 5, and three Detroit stations — WXYZ, WWJ, WJR — after the dispute with the musicians was mediated intermittently during the earlier part of last week before the Michigan State Mediation Board.

During these negotiations before R. A. Lomasney, State mediator, the stations conceded to the union their demands for wage increases, year-round employment and two weeks' annual vacation with pay, but balked at union demands increasing the number of musicians employed.

The union is asking WXYZ to increase its staff by 3 men to 21, and the other stations to guarantee employment of a minimum of 21 musicians. In commenting on the dispute, Leo Fitzpatrick, manager of WJR, stated that "there is no disagreement on wages or working conditions but the issue involved is whether the union can dictate to us how many men we shall employ."

Could Be National

Although the possibility of a strike seemed remote last week, Jack Ferentz, president of the AFM local, stated that "we will strike only as a last resort. This thing has got to be decided one way or the other—maybe Monday—Nov. 9. The State Mediation Board asked us to wait for a few days before taking any action but we have reached the stalling stage in negotiations.

"We have filed the five-day strike declaration required by law with the State Mediation Board on Oct. 26, so that legally we can walk out anytime. However, we would talk first to the War Labor Board before going on strike, although we don't have to abide by their decision. Actually, I don't believe we are far from a settlement."

A strike, if called, might conceivably assume nation-wide proportions but as BROADCASTING went to press, musicians were remaining on the job at the three stations.

Capitol Hill Quiet

The AFM transcription controversy remained at status quo on the Chicago salient last week. The AFM board held a two-day session Thursday and Friday of the preceding week, Oct. 29-30, but no statement was made by President James C. Petrillo. The music czar will return to Chicago this Monday, Nov. 9.

Interruption of legislative business on Capitol Hill during election week left the Clark music

(*Continued on page 56*)

It means so much to all the family . . .

as well as Clara, Uncle Bob and little Nancy.

Yes, the brook still turns all a lovely copper color when the sun sets, Joe.

Only the other evening Mother and I were looking at it from your favorite corner; you know, where the chair is with the horrible old pillow that Dad won at Coney Island? Well, we sat looking at the brook and Mother said how often you had done the same thing — sitting there as the brook got red and warm and the dark came up across the lawn to reach the house where the lights were. I sometimes wonder, Joe — are the sunsets so nice in the Pacific? Or can't you tell me?

WOR is a great comfort to Mother. Now, more than ever, it means so much to all the family.

You'd love to see the way her face lit up the other morning at breakfast when WOR's John Gambling told one of those silly old jokes of his. And, Joe — she's still a rabid Bessie Beatty fan; hangs on the words of the woman! If Bessie only knew that she's almost as faithful a listener to Martha Deane! Dad just couldn't live without Stan Lomax and those wonderful WOR news broadcasts. And try and keep him away from the WOR variety shows and commentators. . . . My!

As for me . . . Well, you know your silly, romantic sister! Give me that wonderful music of WOR's Morton Gould, and the Sinfonietta, and . . . But, listen, mister, I have my serious side, too! However, enough about me. We all think so very much about you and pray that . . .

WOR

—that power-full station at 1440 Broadway, in New York

Treasury Adopts Vinylite Saving Plan

Discs Reprocessed for Further Use Under New System

DETAILS of a plan to recover and reprocess all of the recordings distributed to stations throughout the country by the War Savings Staff of the Treasury Dept., with the dual purpose of conserving Vinylite and ensuring the continuance of the transcribed campaigns for War Bonds and Stamps, were disclosed last week by Vincent Callahan, director of radio, press and advertising, and E. G. Opie, chief of recording and transcription for the War Savings Staff of the Treasury Dept.

Method of getting the discs back from the stations to the record manufacturing plants, where they are reprocessed and made available for re-use on future Treasury programs, was worked out in a series of conferences between the War Savings Staff, the War Production Board's synthetic rubber division, which controls the allocation of Vinylite for both military and civilian needs, and the record manufacturers.

Saving Shipping Costs

First step in the plan was to provide for the return of the records by stations, Mr. Opie said, pointing out that formerly most stations did not return the used discs and those that did sent them back express collect, adding disproportionately to the cost of the recorded campaigns. Under the new plan, when the records are mailed out under Government franks, the stations also receive franked labels for use in mailing them back to the record company which made them.

Station also receives instruction sheets for packing and returning the discs in the same containers in which they were originally, merely repacking them and pasting the return label over the one addressed to the station. The primary reason for the plan, of course, is the conservation of this vital material.

This plan has several advantages, Mr. Opie explained. First, it enables the stations to return the records easily and without expense either to themselves or the Treasury. Second, it insures the return of all records to the companies which made them and not to the Treasury, which would otherwise have to reship them again, or to other companies whose records might be made on a different formula. Receiving only its own discs, the recording company is able to refabricate the discs for new pressings.

Credited at 10 Cents

When the used discs are received by the recording company, they are credited to the Treasury Dept. at 10 cents a record and a monthly report of the total credit is made to the department. When these reports have been received from the five processing plants which are accredited to handle Government recording work—Allied Phonograph & Record Co., Columbia Recording Corp., Muzak Transcriptions, NBC-RCA, World Broadcasting System—the Treasury officials can then go to WPB and say that of their Vinylite requirements for the coming month they have this much on hand, so that their need for new Vinylite is appreciably lessened.

As no one knows exactly what the expenses of handling the returned records and keeping the detailed reports of returns by station and program the Treasury Dept. requires will amount to, the ten-cent credit figure has been established for three months only, Mr. Opie said, from Oct. 15, 1942, to Jan. 15, 1943. At that time a permanent credit price will be set, he said.

This system of reclaiming old records, which provide about 80 to 85% of salvageable material, will probably be adopted by all Government departments using transcriptions. Explaining that the plan has been evolved after months of consideration by Treasury Dept. and WPB officials, with the cooperation of the record manufacturing company executives, Mr. Callahan said his staff began studying the situation last spring when it first became apparent that the military requirements of Vinylite and of the machinery which produces both Vinylite and certain types of synthetic rubber would result in a shortage of Vinylite for all non-military uses.

Largest Disc User

When the WPB requested the Treasury to work out a plan for recovering the Vinylite used in its records, it was glad to accede. As the country's largest user of transcriptions, currently supplying three quarter-hours weekly of the *Treasury Star Parade* to 840 station, 24 of the three-minute *Treasury Song Parade* programs to 850 stations each month, and numerous transcribed announcements to 875 stations, the War Savings Staff of the Treasury is naturally extremely anxious to do all that is possible to ensure a continued and adequate supply of Vinylite, Mr. Callahan said.

Stocks Are Frozen

The situation, he concluded, has developed as foreseen and on Nov. 1 the WPB froze all stock of Vinylite, prohibiting the use of any of this material unless authorized by WPB.

As a result, all stocks now in the hands of disc makers have been frozen and can only be used as permitted by WPB. Vinylite recovered from old records is now being controlled to some extent for use in commercial discs. In the future, WPB officials indicate, more stringent control of reclaimed Vinylite is also likely. New Vinylite is not available because it is used in the production of synthetic rubber.

U. S. Shortwave Absorption To Include Most of Employes

FULL-SCALE operation of all but the technical phases of this country's international shortwave broadcasting stations, begun Nov. 1 under lease deals whereby the private licensees give up virtually entire program control but retain and are reimbursed for the rental of their facilities [BROADCASTING, Nov. 2], means absorption into Government agencies of a large share of their personnel. All licenses except World-Wide's were under lease as of last Friday.

That no persons will be out of jobs as a result of the deals, was the assurance forthcoming last week from officials of the Office of War Information, whose Overseas Operations Division will utilize the facilities two-thirds of the time while the Coordinator of Inter-American Affairs (Rockefeller Committee) uses the other one-third. Some delays in placements may be occasioned by Civil Service requirements, it was stated, but all who want jobs with the Government will get them.

First of the top shortwave executives to go over to OWI was John R. Sheehan, program manager of General Electric's WGEO and WGEA, Schenectady, who goes to New York OWI program headquarters as assistant to F. P. (Pete) Nelson, in charge of facilities. Burk Harris, of GE's KGEI, San Francisco, will join the CIAA, and all other GE personnel are expected to be placed shortly with one or the other of these Government agencies, according to Robert Peare, GE manager of broadcasting.

Mr. Sheehan, in charge of the GE shortwave programs since 1939, will aid Mr. Nelson in operation of the so-called Bronze Network, which now links most of the leased stations so that they can furnish multi-lingual programs virtually around the clock to one part of the world or another.

NBC and CBS shortwave staffs, it was stated last week, may be largely retained by those networks because they will actually produce some programs for the CIAA under a special arrangement.

Engineering personnel at the transmitters largely remains on the payroll of the private operators, but OWI is taking over all studio engineers for its New York controls. OWI's Communications Facilities Bureau is the immediate operating contact with the private licensees.

OWI Chiefs and Salaries

The programming end of OWI in New York is headed by Joseph Barnes, former *New York Herald-Tribune* foreign correspondent, as head of its Eastern Press & Radio Bureau, one of the divisions reporting to Robert Sherwood, administrative director for overseas operations. His salary is $7,500, and his staff chiefs and their salaries, as listed in the recent House appropriations subcommittee's hearings, are: Edward W. Barrett, formerly with *Newsweek*, chief of overseas news division, $6,400; John Housmann, former vice-president of David O. Selznick's Productions, chief of program division, $6,500; Edd Johnson, former CBS newsman, $5,600.

Heading the Communications Facilities Bureau, also reporting to Mr. Sherwood, is Murry Brophy, formerly with CBS, whose salary is also $7,500. His division chiefs are Roy C. Corderman, noted radio amateur formerly with AT&T in Washington, chief of the facilities division, $5,600; Carroll R. Hauser, formerly with the FCC and with KMTR, Hollywood, chief of the Bronze Network division, $5,600; Loring B. Andrews, formerly with Westinghouse's WBOS, Boston, and World Wide's WRUL-WRUW, Boston, chief of planning division, $5,600; Leslie G. Hewitt, former chief engineer of Worcester Broadcasting Corp. (KFMB, San Diego), chief of the Pacific Network division, $5,600.

The Pacific Bureau, which is largely under the direction of Mr. Brophy, is headed by Lois I. Burke, who with Mr. Brophy formerly served with Columbia Management Corp. of California, and her salary is $5,600. Chief of the Pacific Bureau's radio programs division is Carl Crow, noted former editor of English newspapers in China, $6,500.

* * *

Recriminations Over Boston

With eleven of the 14 privately-licensed international shortwave stations already under lease, [BROADCASTING, Nov. 2], Government representatives were in conferences last week-end to sign up the other three—WRUL, WRUS and WRUW—all of Boston and all licensed to World-Wide Broadcast-

(*Continued on page 52*)

WCCO 24 Hours

WCCO, Minneapolis has begun 24-hour operation to provide its listeners with news, entertainment and educational features on an around-the-clock basis.

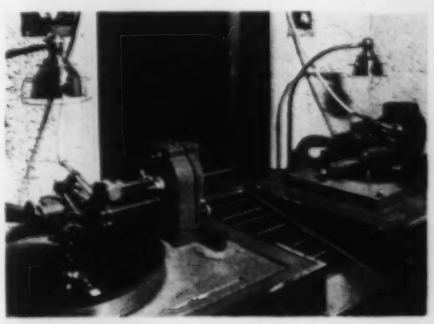
STANDOUT

BROADCAST FACILITIES

TECHNICAL improvements in radio are frozen for the duration, but the "freeze" has come when KLZ's facilities are at the peak of perfection, in the pink of condition.

The quality and condition of transmission equipment is vitally important today, and will become more so.

The foresight with which KLZ adopted every technical advance, the care with which its facilities were maintained, and its judicious selection of able, experienced technicians now stand it in good stead. KLZ can be counted on to provide continuous, standout service to the Rocky Mountain area, both in signal quality and coverage.



THE FINEST RECORDING EQUIPMENT in the West has just been installed in KLZ's studios. By adopting every proven techincal advance, KLZ today has the most complete and up-to-date transmitting equipment in the Rocky Mountain region.

KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

ATTENDING NAB's Fifth District meeting in Atlanta last month were: Front row (seated, l to r): Mary Caldwell, Beth Barnes, Alwilda Lindsey, WSB; Madelinn Chace, OCD, Atlanta; Lew Avery, director, NAB Department of Broadcast Advertising; Neville Miller NAB president; Frank King, WMBR, director, Fifth District; Jim Woodruff Jr., WRBL, director-at-large, Fifth District; John M. Outler Jr., WSB, Chairman, NAB Sales Managers Committee; Charles Smithgall, WGGA; Green B. Adair, WGST.

Second row (l to r): Henry P. Johnson, WSGN; Jack Treacy, NBC Recording Division, New York; Elizabeth McCarthy, WGST; J. Leonard Reinsch, WSB; Hugh M. Smith, WAML; J. A. Davenport, WATL; Don Ioset, Tom McCullough, Joe Robkin WAGA; W. R. Ringson, WRDW; Bill Jones, WATL; W. R. Williams, WBLJ; R. W. Rousaville, WGAA; Bob Brown, International News Service; Loren L. Watson Jr., WFBC.

Third row (l to r): James Wilder, WMGA; Weldon Herrin, WTOC; "Red" Cross, WMAZ; Crenshaw Bonner and Julian Flint, WAGA; John Connally, WBRC; Bert M. Adams, NBC stations relations; Ford Stone and Dan Hornsby, WAGA; John C. Hughes, WCOV; Zenas Sears, WATL; H. R. Mason, PA Inc.; L. H. Christian, WGGA; W. S. Massie, WRBL; Henry Nevin, WBLJ.

Top row (l to r): Ed Norton, WAPI; Eugene Carr, Office of Censorship; F. R. Pidcock, WMGA; Carl Haverlin, Office of War Information; Maurice Coleman, WAGA; Cy Langlois, Lang-Worth; H. Wimpy, WPAX; John Hogan and Alfred Lowe, WBML; and R. O. Van Duser, WALB.

Not present when the picture was taken were Frank McIntosh, WPB, Washington; Thad Holt, WAPI; J. B. Fuqua, WGAC; Spencer Mitchell, WDAE; Loren Watson, Spot Sales Inc.; A. H. Beckwith AMP.

Radio Aid to War Industry Employment Gets Official Praise at NAB Session

PRAISE for the broadcasting industry for its part in the reallocation of men from non-essential to war industries was voiced by A. V. Harris, manager of the Tulsa branch of the U. S. Employment Service speaking in Tulsa, Nov. 2 before the 12th NAB District meeting.

"In my estimation," he said, "the major credit for the success of this effort belongs to the radio stations. Broadcasting stations in the district have given unstintingly of their time and facilities to carry USES appeals," he added.

The 12th District meeting was called to order in the Hotel Tulsa by William B. Way, manager of KVOO and district director. Among speakers were Neville Miller, NAB president; Herb Hollister, KANS, Wichita, director-at-large; Carl Haverlin, Office of War Information; Eugene Carr, Office of Censorship; and Lewis H. Avery, director of the NAB Department of Broadcast Advertising. The district unanimously endorsed the NAB's stand on the music recording situation.

Sales managers of the district met Nov. 3 with Clark A. Luther, of KFH, Wichita, sales managers' chairman for the region, presiding. The Retail Promotion Plan was unanimously approved. Several pledges were signed and more were promised.

13th District Meets

A two-day meeting of the 13th District was held Nov. 4-5 in the Baker Hotel, Dallas, with Martin B. Campbell, of WFAA-WBAP-KGKO, Dallas-Fort Worth, acting as chairman in the absence of District Director Kern Tips, of KPRC, Houston.

Military and censorship problems were discussed in detail. Among speakers on war subjects were: Col. Royden Williamson, chief, Public Relations Office, Eighth Service Command; Capt. C. L. Steinmetz, Signal Corps; Lt. H. B. Decherd Jr., public relations officer, Third Army, Southern Defense Command; Lt. Louis Read and Lt. Harold Banks, Eighth Naval District; Lt. Lester W. Lindow, public relations officer, Camp Wolters, Tex.; Larry L. Sisk, OWI regional consultant; Robert Wear, OWI Fort Worth manager; Paul White, OWI Dallas manager; Maurice Gardner, OWI Houston manager; David R. McGuire Jr., OWI New Orleans manager; Marvin McAlester, OWI Kansas City manager; Harrington Wimberly, OWI Oklahoma City manager, and Mr. Carr.

The customary OWI and AFM resolutions were unanimously passed.

OWI and S. S. Plans

Hoyt B. Wooten, WREC, Memphis, district director, presided at the 6th District meeting held Oct. 30-31 in Nashville, with 51 present.

The OWI Industry Cooperation Plan was considered, along with occupational problems arising under Selective Service and war industries requirements. The AFM resolution was unanimously passed.

Wartime radio advertising was taken up at the Oct. 31 session, presided over by Joe Eggleston, WMC, Memphis, sales managers chairman of the district.

At six NAB district meetings held thus far intense interest has been shown in the retail promotion project, according to Paul Morency, of WTIC, Hartford, chairman of the retail promotion committee. Mr. Avery has been questioned at length on the subject at all meetings, but no serious objection has yet been presented by any broadcaster, according to Mr. Morency. In all, 59 pledges had been received late last week.

The 14th District meeting scheduled for Nov. 9-10 was transferred from Ogden to the Albany Hotel, Denver, because of the housing situation. Ed Yocum, district director, predicted the largest meeting in the district's history.

Cisler Joins Marines

S. A. (Steve) CISLER, general manager of WGRC, Louisville, has been commissioned a first lieutenant in Marine Corps aviation, and reports that he expects to begin training at Quantico, Va., shortly after Jan. 1.

Attending Nashville Meeting

Burt Adams, NBC; E. A. Alburty, WHBQ; Lewis H. Avery, NAB; Claude Barrere, NBC; J. W. Bridwell, WBIR; H. K. Carpenter, WHK; Eugene Carr, Office of Censorship; Madelinn Chase, regional director, OCD; S. A. Cisler, WGRC; Marvin Cox, regional director, OWI; Edwin W. Craig, WSM; Jack M. Draughon, WSIX; Louis A. Draughon, WSIX; Winston S. Dustin, WSM; Eunice Eckhoff, OWI; Joe Eggleston, WMC; Elaine Ewing, OWI; Bert Ferguson, WJPR; Albert E. Gibson, WSM; James C. Hanrahan, WMPS; Carl Haverlin, BMI, OWI; E. Wallace Husted, OWI; Ewing Johnson, OWI; Kenneth K. Kellam, KTHS; George A. Kercher, Edward Petry & Co. M. L. Medley, WHUB; Douglas W. Meservey, OWI; John C. McCormack, KWKH; Joseph H. McGillvra; Bob McRaney, WCBI; Neville Miller, NAB; H. L. Patterson, WFOR; Bill Reeves, WHUB; H. W. Slavick, WMC; F. C. Sowell, WLAC; Burt Squire, SESAC; Powell Stamper, WSM; Jack Stapp, WSM; Harry Stone, WSM; Jess Swicegood, WKPT; J. T. Ward, WLAC; T. P. White, WJZM; W. A. Wilson, WOPI; Earled Winger, WDOD; Jack Wolever, WSIX; Hoyt B. Wooten, WREC; C. J. Wright, WFOR; E. S. Tanner, WSIX; Milton Blink, Standard Radio; Harry G. Templeton, WLS; Cy Langlois, Lang-Worth; Carter Parham, WDOD; John M. Outler Jr., WSB; Ken D. Given.

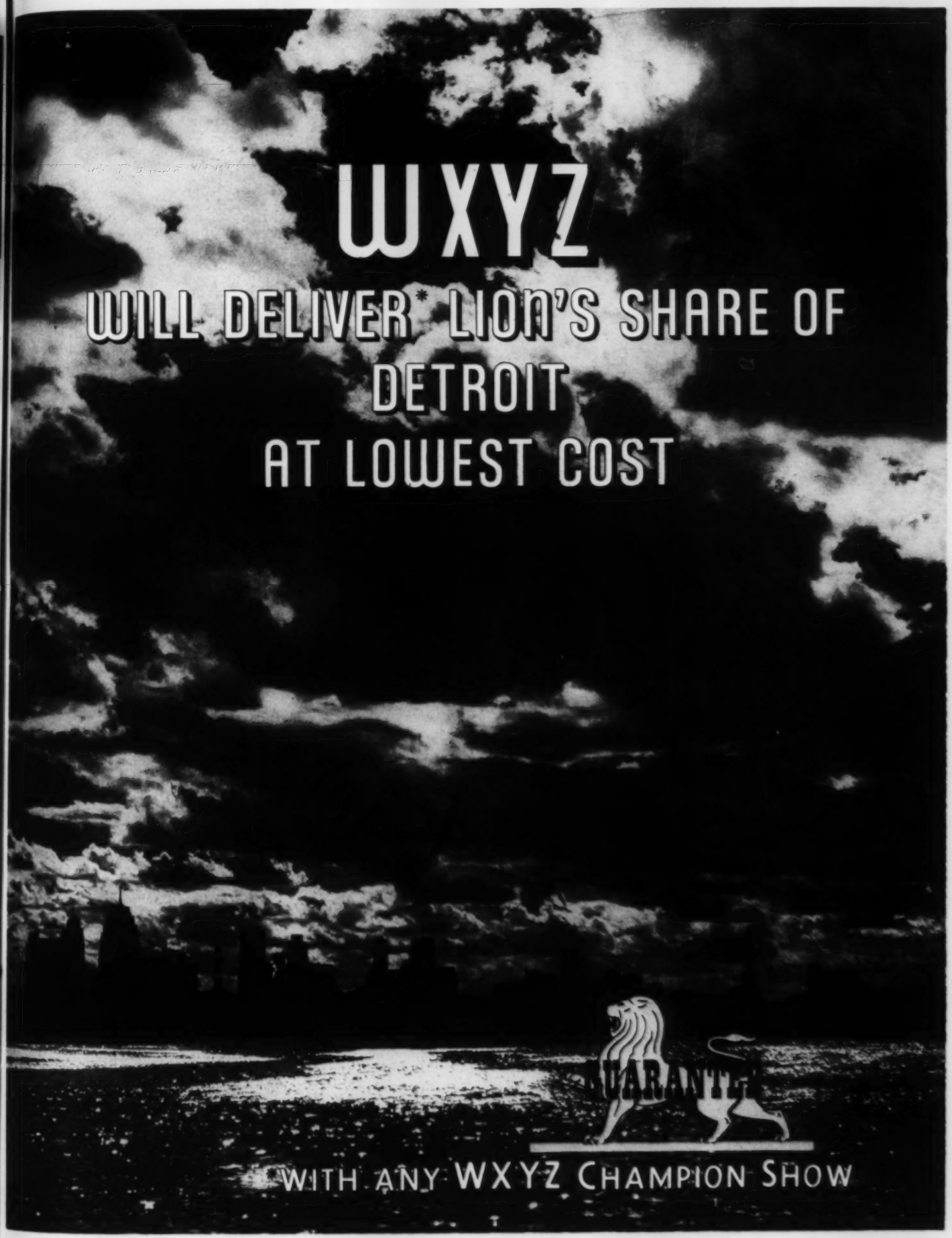
Attending Tulsa Meeting

L. H. Avery, NAB; Ellis Atteberry, KCKN; Burt Adams, NBC; Phillip Alexander, ASCAP; Lucille Burns, KOME; Tams Bixby Jr., KBIX; Claude Barerre, NBC; Owen Balch, KSAL; Jimmie Barry, KBIX; Hillis Bell, KVSO; Matt Bonebrake, KOCY; Gustav Brandborg, KVOO; Ken Brown, KVOO; Eugene Carr, Office of Censorship; Fred Case, KWON; Plez S. Clark, KFH; I. T. Cohen, ASCAP; Walt Dennis, KVOO; Willard Egolf, KVOO; Maxine Eddy, KGFF; Harold Grimm, KOME; B. M. Grotkop, KOME; William C. Gillespie, KTUL; Herbert Hollister, KANS; Gus Hagenah, SESAC; Howard Hamilton, KVOO; Carl Haverlin, OWI-BMI; Lillard Hill, KADA; Jack Hurd, KOMA; Clark A. Luther, KFH; Eugene McNally, KVOO; David R. Milsten, KVOO-KOME; Clem Morgan, KVGB; Milton Blink, Standard Radio; Neville Miller, NAB; Allen Page, KVOO; Howard Phillips, KVOO; Albert Riesen, KVSO; Fred Schwartz, KOME; E. Fred Scraper, KFH; Larry L. Sisk, OWI; Weldon Stamps, KADA; J. W. Slates, KFPW; Joe Starr, WIBW; Jack Todd, KANS; Karl Treaglen, WIBW; William B. Way, KVOO; Adelaide L. Carrell, WBBZ; John Esau, KTUL; Robert Enoch, KTOK, Oklahoma City; Helen Lee, KTUL, Tulsa.

Attending Dallas Meeting

M. E. Danbom, KGKB; E. P. Dalton, KGKB; James G. Ulmer, KGKB; James R. Curtis, KFRO; C. K. Beaver, KAKE; Paul Godt, KARK; Jack McGrew, KPRC; G. B. Locke, KFDM; Bert Mitchell, Roosevelt Properties; George Cranston, WBAP-KGKO; Ed Lally, WBAP-KGKO; John Rosser, WTAW; G. E. Zimmerman, KARK; Jimmie Pate, Lone Star Chain; Charlie Nethery, KXYZ; T. Frank Smith, KXYZ-KRIS; George Erwin, KFJZ; Bert Horswell, KNET; A. M. Herman, WBAP-KGKO; Wes Izzard, KGNC; Harold Hough, WBAP-KGKO; Ralph Madden, WFAA-KGKO; Ralph Nimmons, WFAA-KGKO; Harfield Weedin, WFAA-KGKO; Martin Campbell, WFAA-WBAP-KGKO; Alex Keese, WFAA-KGKO; Boyd Kelly, KRLD, Earle Fletcher, KAND; H. E. Turner, WBAP-KGKO.

T. B. Lansford, KRMD; Hugh Halff, WOAI; W. L. Klein, KTSM; Jack Keeler, WOAI; Jack Mitchell, KTSA; Aubrey Escoe, KTBC; Lofton Hendrick, KRRV; Leslie Pierce, KWFT; J. V. Crocker, KRLD; Joe B. Carrigan, KWFT; Clyde Rembert, KRLD; Eugene Bess, KONO; Pete Teddlie, WRR; Chas. B. Jordan, WRR; Lewis Lacey, KTSA; Wendell Mayes, KBWD; Lewis O. Seibert, KPRC; Howard Barrett, KRBC; Eugene Carr, Office of Censorship; Harrington Wimberly, OWI; Lt. Harold Banks, PRO, Eighth Naval District; George Kercher, Edward Petry Company; Marvin McAlester, OWI; David R. McGuire Jr., OWI; Maurice Gardner, OWI; Lt. L. W. Lindow, PRO, Camp Wolters, Texas; Larry L. Sisk, OWI; Capt. C. L. Steinmetz, Signal Corps; Lt. H. B. Decherd Jr., PRO, Third Army, Southern Defense Command; Col. Royden Williamson, Chief, Public Relations Office, Eighth Service Command; Lt. Louis Read, PRO, Eighth Naval District; Wilbur Kelly, Social Security Board; Herbert Dent, Standard Radio; Tom Martin, OCD; Robert Wear, OWI; Carl Haverlin, OWI; Claude Barrere, NBC; Lew Avery, NAB; Paul White, OWI; Philip O. Alexander, ASCAP; Milton Blink, Standard Radio; I. T. Cohen, ASCAP; Burt Adams, NBC; Gus Hagenah, SESAC; and, Neville Miller, NAB.


WXYZ
WILL DELIVER* LION'S SHARE OF
DETROIT
AT LOWEST COST
GUARANTEE
WITH ANY WXYZ CHAMPION SHOW

Sales Lessons Learned From Year of War

Programming, Sales Changes Occur; Means of Getting New Accounts

By EUGENE S. THOMAS
Sales Manager, WOR, New York

OUR FIRST YEAR of wartime selling is almost over and it has taught broadcasters' sales staffs a few important things in the following fields:

1—Programming to increase radio audiences.

2—Selling this increased circulation to advertisers.

3—Finding new business "where it ain't".

The first bomb to hit Pearl Harbor also jolted broadcast schedules. That bomb changed listeners' desires, making them more interested in news from the attack in Hawaii than in the New York Giants - Brooklyn Dodgers football classic, both of which were broadcast Dec. 7. Fortunately, research men quickly spotted such shifts in listeners' tastes and program builders provided what listeners wanted. As a result the number of radio listeners increased and salesmen had record-breaking audiences to offer to prospects.

Mr. Thomas

A Year's Transition

What has been added to radio schedules to make more people tune in—and the programs more salable? To find out, let's compare this week's schedules with those of last November. Take as typical the program schedules of WABC, WEAF, WJZ and WOR, New York stations of the four coast-to-coast networks, during the 8 a.m. to midnight periods. Some significant changes the year of war has brought follow:

NEWS—Boosters of news programs for years, these stations have increased the number of news and news commentary broadcasts by 35%. Last year the number scheduled during the 8 a.m. midnight period alone was 231 per week; this year it is 311. Furthermore, as the number of news broadcasts increased the number of listeners to individual news broadcasts rose, too . . . as much as an average of 30% per evening broadcast, Crossley reports.

WOMEN'S PROGRAMS—Daytime. Talks to women about themselves, their homes and their world have increased in number by 17% and have upped their listeners by 50%. One New York station which had 46 such programs a week last year has 62 a week now. Broadcasts about food are demanded especially by women who want to give their families nutritious meals. The *Alfred W. McCann Pure Food Hour* in 1942 attained the highest audience rating of its 18-year career.

COMEDY—As the strain of war grew, so did the call for radio to provide at least temporary relief from it. These four New York stations last year presented 36 nighttime comedy shows a week, but they now offer 44. The "old" shows' audiences are as large as ever and the new comedies are doing all right. For the first time in radio history, a humorous production, *Can You Top This?*, now is being broadcast "live" (not a transcription) twice each week—Tuesday on WOR and Saturday on WEAF, and its audience has mounted steadily since Pearl Harbor.

Many news, women's and comedy programs have been bought because this year advertisers ask for talent and time which practically is certain to pay "dividends" quickly. The newscaster who has a better-than-average rating in 1942 is preferred to the new crooner who'll be "the hit of 1943".

Benson & Hedges, noting the effectiveness of 20 news strips a week already on a station, could be convinced that a 21st news strip—broadcast by popular Paul Schubert at a time when he would be heard by a multitude of B & H prospects—would sell Virginia Rounds Cigarettes, but they showed relatively little interest in untested programs.

This does not mean that advertisers are buying by audience ratings alone. The *Food Forum* with Dr. Walter H. Eddy had ten sponsors before its first broadcast from WOR, because these ten believed that public interest in nutrition was so high that Dr. Eddy's audience would be large and responsive right from the start.

Price Problems

Programs for almost any size budget have evolved from war conditions. The manufacturer, whose plans have been upset by shortage of materials, containers, and other war factors, and therefore has decided to reduce his advertising appropriation, has found radio stations especially resourceful in helping him to keep his name and message before the public while staying within the limited budget. This has been one reason for the increase in participation programs, which give the advertiser frequency of mention at low cost. One of New York's 50,000-watters now provides six-day-a-week mention in a participation program for as little as $86 a week.

Sales staffs also have profited by refusing to say "good-bye" to those advertisers who cancelled radio campaigns soon after the war began. Many of these Pearl Harbor casualties have been revived by salesmen who paid faithful attention to the wartime activities of such advertisers and who did some original thinking about how these ex-sponsors could use radio in 1942.

Ford and General Motors already have returned to the air. The Atlantic Refining Co., after originally indicating that war conditions would keep it from sponsoring college football games, at almost the last hour decided to sponsor the games again this year. Many other advertisers, after cancelling their radio campaigns when their peacetime work ended or declined, have been shown how radio can help them do their war work—and have returned to the air.

Some sales have been facilitat-

(Continued on page 45)

ON THE OFFENSIVE during the last two months, salesmen of WOR, New York, signed 92 contracts, 20 of them with firms that never used the station before. Principals in WOR's 60-day "New Business Front" were, front row (l to r): Herman Maxwell; R. C. Maddux, vice-president in charge of sales; Joseph Creamer, promotion director and originator of the campaign; Eugene S. Thomas, sales manager; Otis P. Williams. Top row: John Nell, Victor Bennett, Malcolm Stuart, George Schmidt.

WOR's 60-Day 'New Business Front' Brings in 92 Contracts, 20 'Firsts'

MOST successful 60-day sales period in its history was reported Oct. 30 when WOR, New York, closed its "New Business Front" campaign which had been running since Sept. 1. During the drive, 92 new business contracts were signed, 20 of them representing advertisers who had never used WOR before [see story above].

The 20 advertisers who had never used WOR prior to the drive are: Conformal Footwear Co., Para Mfg. Co., Edelbrew Brewery, Burlington Mills, Liebmann Breweries, Doubleday-Doran, C. A. Briggs Co., Allen V. Smith Co., Barclay Tissue Corp., Marcalus Mfg. Co., Consolidated Razor Blade Co., San-Nap-Pak Mfg. Co., Garrett Co., Fruit & Vegetable Promotions Inc., Hudson Pulp & Paper Co., Newark Cheese Co., Jenkins Laboratory, Ex-Lax Inc., Dixie Hotel, New York Night Clubs Inc.

All Departments Cooperate

Under the "New Business Front" campaign, all members of the WOR staff cooperated with sales tips and suggestions. Prizes were offered for members of the sales staff and other departments who contributed most heavily to the campaign.

Otis Williams, WOR account executive, won four awards: for largest dollar volume in relation to individual quota, greatest number of sales in the eight weeks, largest single sale in October, first to sell an evening program. He was responsible for bringing in 14½ accounts—one shared with another salesman—the largest being L. E. Waterman's sponsorship of Arthur Hale's *Confidentially Yours*. Mr. Williams won a radio for being one of the first to sell an evening program, *Battle of the Boroughs* to Noxema.

Bob Wood shared honors in selling the first evening program, winning a radio for his sale of Stan Lomax, sportscaster, to Beaumont 4-Way Cold Tablets. Mr. Wood also had the largest sale in September—to Purity Bakery.

Salesmen Tied

Five salesmen tied for bringing in the largest number of new accounts, each with three: Otis Williams, John Nell, Victor Bennett, George Schmidt, Malcolm Stuart.

Prizes for cooperative effort of personnel outside the sales staff went to J. MacKenzie Reid, engineering field supervisor; Lillian Wagner, of the Artist's Bureau; Frieda Schindell, of accounting. Honorable mention went to Jean Schaefer, program department; Edythe Meserand, war services and news; Charles Oppenheim, publicity.

NOW—IN ITS THIRD YEAR!

"This is Mr. Fortune Dialing for Dollars"

SAME TIME!
SAME SPONSOR!
BALTIMORE'S NUMBER ONE DAYTIME PROGRAM!

As soon as the alarm clock wakes up the housewives of Baltimore and vicinity on weekday mornings, they tune their radio to 1400 "for the duration" of the morning. What's the cause of this mass WCBM hysteria? One paramount reason . . . it's Food Fair's "Dialing for Dollars," still making and breaking local records in its third year, and "Dialing for Dollars'" versatile emcee, Mr. Fortune, their favorite daytime airwave personality. Get all the details of this WCBM morning mastery of Baltimore.

An independently-conducted, impartial survey shows "Dialing for Dollars" to have a listening audience of 74.6% of all radios tuned on at the time.

National Representatives

SPOT SALES, INC.

New York - Chicago - San Francisco

John Elmer, *President*

George H. Roeder, *Gen. Manager*

BLUE WCBM NETWORK

WCBM

BALTIMORE'S BLUE NETWORK OUTLET

Combined 1941 Broadcast Service Income Statement

Covering 3 Major Networks, 5 Regional Networks and 817 Standard Broadcast Stations

(Released Nov. 3, 1942 by the FCC Accounting Division)

Item	Networks	Standard broadcast stations: 33 managed and operated stations [1]	Standard broadcast stations: 784 other stations	Standard broadcast stations: Total 817 stations	Grand total
	(Col. 1)	(Col. 2)	(Col. 3)	(Col. 4)	(Col. 5)	(Col. 6)
A. REVENUE FROM THE SALE OF TIME					
(1) Revenue from the sale of station time					
a. Network—					
Sale of station time to networks and stations					
Sale of station time to major networks	.....	$6,511,000	$22,924,183	$30,435,183	
Sale of station time to regional networks	.....	463,869	638,267	1,102,136	
Sale of station time to other networks and stations	.....	.....	555,271	555,271	
Total sale of station network time	.....	6,974,869	25,117,721	32,092,590	
b. Non network (before commissions)—					
Sale of station time to advertisers or sponsors (including their agencies)					
Sale of station time to national and regional advertisers or sponsors	.....	7,211,749	38,470,210	45,681,959	
Sale of station time to local advertisers or sponsors	.....	4,558,740	[2] 47,138,911	51,697,651	
Total sale of station non network time	.....	11,770,489	85,609,121	97,379,610	
Total sale of station time	.....	18,745,358	110,726,842	129,472,200	
(2) Revenue from the sale of network time:					
a. Major networks					
Sale of major network time to advertisers	$78,861,358				
Sale of other major network time	760,176				
Total sale of major network time	79,621,534				
b. Regional networks					
Sale of regional network time to advertisers	2,426,014				
Sale of other regional network time	326,059				
Total sale of regional network time	2,752,073				
Total sale of network time	82,373,607				
(3) Deduct—					
a. Portion of sales of time paid to networks and stations	[3] 32,818,686	.....	936,078	936,078	
Balance, before commissions	49,554,921	18,745,358	109,790,764	128,536,122	$178,091,043
b. Commissions to regularly established agencies, representatives, brokers and others	[4] 12,504,085	1,769,613	10,228,248	11,997,861	24,501,946
Balance, amount retained from sale of network and station time	37,050,836	16,975,745	99,562,516	116,588,261	153,589,097
B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	1,686,702	978,026	3,969,616	4,947,642	6,634,344
Commissions, fees, and profits from obtaining or placing talent	940,142	27,501	205,058	232,559	1,172,701
Sundry broadcast revenues	3,709,645	731,426	2,942,219	3,673,645	7,383,290
Total revenue from incidental broadcast activities	6,336,489	1,736,953	7,116,893	8,853,846	15,190,335
Total broadcast revenues	43,387,325	18,712,698	106,679,409	185,392,107	168,779,432
C. TOTAL BROADCAST EXPENSES OF NETWORKS AND STATIONS	31,986,417	12,330,742	79,623,247	91,953,989	123,940,406
D. BROADCAST SERVICE INCOME [5]	11,400,908	6,381,956	27,056,162	33,438,118	44,839,026

[1] Stations licensed to major and regional networks, and those licensed to others but managed by networks as to programs, time, or sales. Six stations less after December 26, 1941.

[2] Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include some amounts for national and regional non network business and does include $64,361 for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

[3] This amount does not agree with the amount shown in column 5 as sales to major networks since, in addition to payments by regional networks to stations, it includes amounts paid by major networks to Canadian and other extra-territorial stations and to other networks.

[4] Applicable to the total sale of network time, $82,373,607.

[5] Excess of broadcast revenues over broadcast expenses; net income is not shown because many station licensees conduct more than one type of business and the inclusion of income or loss from another type of business would distort the relationship between broadcast service income and net income.

Supply Problem Limits Chicory Firm Campaign

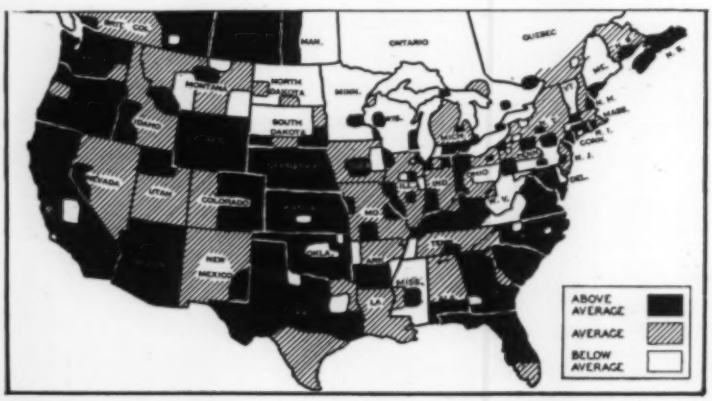
HEINR. FRANCK SONS, Port Huron, Mich., grower and distributor of chicory, is sponsoring *Zeke Manners* three quarter-hours weekly on WNEW, New York, and thrice-weekly participations on *Ruth Wells* on WGAR, Cleveland. Product, a coffee seasoner, is advertised in connection with the coffee shortage.

By adding chicory the strength of coffee is increased so that more cups per pound can be made, it is stated. Although further advertising has been planned for Pittsburgh, Philadelphia and Chicago, the company is not at present expanding into these markets because of difficulty in meeting present commitments, according to the Bullard Agency, Port Huron, Mich., which handles the account.

CBS last week announced that it had signed a five-year contract renewing its copyright license with Associated Music Publishers Inc.

UNITED BUSINESS NOVEMBER FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



Big Bank Campaign

CANADA'S ten chartered banks are expected to start a large-scale advertising campaign before the end of the year, and it is understood a radio campaign is included in the plans. This will mark the first nationwide bank use of radio as an advertising medium, the banks having about five years ago used radio in a regional campaign in western provinces. The present campaign is planned to use practically every Canadian station, using transcribed dramatizations of services rendered by banks.

Max Factor on Coast

SALES BUILDERS Inc., Los Angeles (Max Factor cosmetics), out of radio eight years, on Nov. 6 started weekly participation in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Friday, 9:30-10 a.m. (PWT). Contract is for 13 weeks, with placement through Smith & Drum, Los Angeles. A. R. Pearson is account executive.

XUM

Shopping for Shows?—Here's the Best in Recorded Broadcasting!

NBC COMPLETE PACKAGE SHOWS READY TO BROADCAST EASY TO SELL!

Here's a page-full of perfect shows—*proven* in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs—with music or without, comment or comedy, drama or down-to-earth talks... every one of them timely and thrilling! Pick the programs suited to your station's needs.

LET'S TAKE A LOOK IN YOUR MIRROR WITH STELLA UNGER

A vital, spontaneous, timely series aimed at the busy, wide-awake woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime, how she can make the most of her present wardrobe, how to get along happily without many household products not now available, and similar subjects. Doing a fine job for advertisers selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas

TIME OUT FOR FUN AND MUSIC

Series I—With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatones (26)

Series II—With Ted Steele and Grace Albert (26)

Sprightly quarter-hours filled with amusing banter and bright, gay music. Both series—26 programs each—feature an original theme and a build-up by the artists for the commercials by local announcer. Successfully used by a wide variety of sponsors. For one or two broadcasts weekly.

NEW!

The Name You Will Remember

William Lang

Theme: the world's No. 1 subject—people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Simeon Timoshenko to J. Edgar Hoover.

Perfect title for tie-in with sponsor's name and business. Arranged for a 3-a-week broadcast in five-minute periods. All-inclusive merchandising and publicity plan, with complete material for sales program. Scoring spectacular success as local "live" show. The title alone should clinch the sale!

Audition THE NAME YOU WILL REMEMBER for your hard-to-sell prospects!

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing; against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.

390 quarter-hour episodes for 5-a-week broadcasts.
Minimum contract: 65 episodes

Get full details about these dollar-bringing shows today!

NBC Radio Recording Division

NATIONAL BROADCASTING COMPANY, RCA BUILDING, RADIO CITY, N.Y.

Please send me complete information, about auditions, rates, and availability of the following programs:

☐ The Name You Will Remember ☐ Flying For Freedom
☐ Let's Take a Look in Your Mirror ☐ Betty and Bob
☐ Time Out ( ) Series I ( ) Series II
☐ Send me information about other NBC Recorded Programs

Name .....

Station or Agency* .....

Address .....

City ..... State .....

**Agencies: Include list of markets for rate quotations.*

[B-11-9]

Directors of A B A Will Hold Meeting

Shepard Summons Session To Decide Future Course

A MEETING of the temporary directors of the American Broadcasters Assn., projected as an industry trade association designed to meet objections against the NAB, has been called by John Shepard 3d, Yankee Network president and ABA temporary chairman, to be held in the Ambassador Hotel, Chicago, this Wednesday (Nov. 11).

The temporary directors are the nine who signed the letter sounding out industry sentiment, which was mailed to all stations Nov. 19, accompanied by a return postcard on which owners and managers were asked to indicate whether they were interested in making ABA permanent [BROADCASTING, Nov. 2].

Seeks Postcards

In a follow-up letter last Wednesday, Mr. Shepard asked those not yet replying to mail their postcards immediately.

"The temporary directors of the American Broadcasters Assn." said Mr. Shepard's letter, " are having a meeting in Chicago on Wednesday, Nov. 11, to decide on the future course of action in regard to the association and that is the reason for urging that you respond promptly so that we may give due consideration to your opinion at that time. If you do not mail the return postcard on or before Saturday, Nov. 7, will you please wire the answer to me at the Ambassador Hotel, Chicago, on next Monday. I feel sure that we can rely on your cooperation to at least give us the benefit of your opinion."

DR. WALLACE H. WULFECK, formerly associate director of market research for Psychological Corp., has joined the Federal Adv. Agency as research director to work with Don Parsons, vice-president in charge of marketing and merchandising.

Getchell Agency to Liquidate As War Cuts Billings Sharply

J. STIRLING GETCHELL Inc., one of the nation's largest advertising agencies with offices in New York, Chicago, Detroit, Kansas City and Milwaukee, has formally filed a certificate of dissolution in Albany, it was announced last week by John V. Tarleton, president of the agency. The company plans to liquidate its business activities by Feb. 1, 1943.

Clients of the agency have been notified of the agency's decision, it was stated, together with the announcement that Getchell will fulfill all its current contracts with clients by the above date. A skeleton staff will continue to operate the New York office to carry out all obligations.

War Curtailments

Wartime conditions, including the cessation of motor car production and the rationing of tires and gasoline, have brought a sharp decrease in the agency's billings, Mr. Tarleton's announcement read, while "more than a score of the company's employes are already in the armed forces, and others are preparing to enter the services."

Founded in 1931 by Mr. Tarleton and the late J. Stirling Getchell, the agency grew from a two-room office in New York to one of the 10 biggest advertising agencies in the United States with offices in five cities.

It was responsible for the planning, creation and placement of more than $75,000,000 worth of advertising in the past decade for such accounts as the Plymouth and De Soto divisions of Chrysler Corp.; Socony-Vacuum Oil Co.; Kelly-Springfield Tire Co.; Allis-Chalmers Mfg. Co.; Schenley Distillers Corp.

Only current radio contract placed by J. Stirling Getchell is with Socony-Vacuum for the sponsorship of Raymond Gram Swing four times weekly on the BLUE and some spot announcements in selected markets. It is probable that another agency will be named in the near future to take over the Socony account.

C. A. Snyder, radio director of Getchell, will remain with the agency for the next several weeks, it was stated, while Carolyn Moser, assistant radio director, resigned last week.

Second Planning Group Of Blue Meets Nov. 18

SECOND group of members of the BLUE's planning and advisory committee, who were elected last week by BLUE affiliates to represent the network in the seven regions into which the United States is divided for broadcasting purposes, will meet for the first time Nov. 18 in the board room of the BLUE's New York offices, it has been announced by Mark Woods, president of the BLUE.

New members of the committee according to the regions they represent follow: Bill Fay, WHAM, Rochester, N. Y., Region 1; Allen Campbell, WXYZ, Detroit, Region 2; Earl May, KMA, Shenandoah, Ia., Region 3; Henry Johnston, WSGN, Birmingham, Region 4; Harold Hough, KGKO, Ft. Worth, Region 5; Duncan Pyle, KVOD, Denver, Region 6; Bud Stuht, KJR, Seattle, Region 7.

Mentholatum News

MENTHOLATUM Co., Wilmington, Del. (proprietary), since mid-October has been conducting a campaign of thrice-weekly quarter-hour newscasts by Porter Randall on the 16 stations of the Texas State Network. Agency is J. Walter Thompson Co., N. Y.

ROGER FORSTER, announcer of WNEW, New York, is narrator on the quarter-hour series *Soldiers of the Press*, produced by United Press for some 400 stations using its news service. The records are descriptions of the adventures of UP correspondents on the war front.

Post in Station Relations Assigned to Sen Kaney

A. W. (Sen) KANEY, well-known in radio circles since 1922 and most recently with NBC's continuity acceptance department in Chicago, has been appointed manager of NBC station relations for the Central Division, with headquarters in Chicago. William S. Hedges, NBC vice-president in charge of the stations department, in announcing the new position, stated, "It was created to insure better coordination between NBC and station activities. It will now be possible to maintain more intimate contact with network stations."

Mr. Kaney

After graduation from Northwestern U Law School, Mr. Kaney joined KYW, Chicago, in 1922, as an announcer. He later transferred to WGN, Chicago, where he remained six months until the formation of NBC in 1926. With the network he has held such varied positions as announcer, news commentator, sports announcer, and has produced and directed many NBC sponsored programs.

Schechter Named to Head OWI's Special Events

A. A. SCHECHTER, program coordinator of the Office of War Information, last Tuesday was named special assistant to Gardner Cowles Jr., director of domestic operations. Mr. Schechter takes charge of special events, and in his new post will be responsible for promotional and informational activities to promote interest in Government campaigns and programs.

In developing special events to tie in with Government campaigns, Mr. Schechter will use all media, working through media bureau heads. No concrete program had yet been evolved as BROADCASTING went to press. Anthony Hyde, who was formerly in charge of special events, will devote his full time to the United Nations campaign under Arthur Sweetser.

Griffith Heads KFMB

HOMER GRIFFITH, Hollywood owner-manager of Homer Griffith Co., and Pacific Coast manager of Howard H. Wilson Co., both station representatives, following death Oct. 24 of Warren B. Worcester, owner of KFMB, San Diego, Cal., has been appointed managing director of the station by the estate trustees. Mr. Griffith will divide his time between Hollywood and San Diego. The appointment in no way interferes with his regular business activities, it was said.

Magazine's Spots

POPULAR SCIENCE Publishing Co., New York, in the interests of *Popular Science Monthly*, is currently promoting its sale on newsstand with radio spot announcements and newspaper ads in 17 major markets. Agency is Joseph Katz Co., New York.

CANADIAN Broadcasting Corp.'s weekly network show *Comrades In Arms* is produced and acted by a number of former broadcasters. Seated (front row, l to r) are: Lt. Court Benson, Canadian Army formerly with CFRB, Toronto; Lt. Com. William Strange, Royal Canadian Navy, public relations radio representative, formerly with CBC, Toronto; AC2 J. A. Martin, Royal Canadian Air Force, former CBC announcer; Capt. Dick Diespeiker, Canadian Army public relations radio representative, formerly with CJOR, Vancouver; Sgt. D. Baird, Canadian Army, formerly with CKWX, Vancouver; Flying Officer A. A. McDermott, Royal Canadian Air Force public relations radio representative, formerly with Stovin & Wright Ltd., station representatives; AC2 J. Levitt, formerly with CKAC and CBM, Montreal. With backs to camera are (l to r) Frank Willis and Mavor Moore, CBC producers. Behind Levitt is Neill LeRoy, Toronto.

*CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000

Member South-Central Quality Network

Ask Branham Company for details

East Texas, North Louisiana and South Arkansas is rightfully called the hub of the world's richest oil and gas producing area. Here 30,000 producing wells are pouring black gold into the wide-open wallets of more than 300,000 radio families.* Here, too, is more than 300 million dollars of war construction . . . a fast-growing livestock and agricultural market. Buy KWKH for dominant coverage of one of the South's richest markets . . . a market that has gushed new wealth for scores of KWKH advertisers.

CBS 50,000 WATTS

KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

THE SELLING POWER IN THE BUYING MARKET

What's Wrong With Radio Rhetoric?

Syntax Student Says Common Usage Main Factor

By OWEN PATRICK FLAHERTY

WOAI, San Antonio

ONE OF RADIO's most popular features in many sections of the country, is *Reading The Funny Papers With Uncle Joe*, but as a mother put it on the telephone one Sunday morning, "Your idea of reading the funny papers on the air for the children is fine and dandy and no doubt is a great help to parents who would otherwise read them for the children.

"But your Uncle Joe is such a 'murderer' of the King's English that I, for one, am going to take over my old job of reading the funnies for my youngsters in order to protect their teacher's and my work in schooling them in use of correct grammar and composition of the English language."

What people hear on the radio is looked upon as authoritative. It has a ring of sincerity which perhaps can best be described with the familiar saying, "It must be so, the salesman *said* so."

Legitimate Complaint

Therein we find the legitimate complaint of this mother. It seems that Uncle Joe was given to ad-lib comments about this and that comic strip and its characters but was rather careless in choice of words as well as sentence construction.

In the present-day picture of American language and grammar, "common usage" is fast becoming the governing factor of correct grammatical form. Radio contributes to this trend and, although it may be unintentional, radio is guilty of lowering its high standards—the high standards it has set for itself in various other departments.

There are many people on the radio today who, expert though they may be in their particular lines of commentary, reporting, lectures, etc., have absolutely no license or authority to set new grammatical standards. However, these people are allowed to go on committing sentence and word errors, as well as mispronunciations, which when heard by the listener, are thought to be correct.

How About 'Oftener'?

How often have you heard some one say "oftener" in the script of a radio program? A kindred word—an incorrect cousin—used frequently, is "pleasanter". To emphasize the incorrectness of these two examples, just employ their superlative form, "oftenest" and "pleasantest".

Needless to say, common usage does have its place in the American or English language, but it should not be used so recklessly and with such utter abandon of respect for rules of composition and rhetoric. An example of this may be found in constant usage of a form of the adjective "choice"—a case wherein it has taken over to such an extent that most everyone feels entirely correct in referring to something as being the "choicest". However, as you drop from the superlative back to the comparative, you have the word "choicer" which sounds a bit absurd.

Liberties are taken in the composition of advertising slogans just as song-writers take matters in their hands in the composition of lyrics. There seems to be an unwritten law which permits them to take these liberties. These are sometimes mistaken for the real thing, however, and thereby create new, so-called authorized changes in composition and rhetoric. As a matter of fact, many will point to the well-known beer slogan, "The choicest product of the brewers' art". Such usage does not make something correct any more than does a line in the lyrics of a song which goes something like "*don't* the moon look pretty, etc." or "I ain't got nobody."

If this incorrect usage was confined to slogans and song lyrics, the picture would be different but it is constantly creeping into radio as sales copy, and the listening public soon thinks it correct—otherwise it would not be used on the radio. Radio must not be guilty of sponsoring flagrant violations of rhetorical construction. Radio must not be the vehicle of unwarranted "common usage."

Let's take the well-known milk company's slogan, "If it's (blank), it's got to be good!" Yes, it's a fine slogan despite the bad form in the second half of the statement. "The word "got" is superfluous. What they are saying is, "It *has* to be good!" They would find this declaration much easier on the listener's ear.

Misuse of 'Got'

In a majority of cases where it is used, "got" is superfluous and repetitious, and could be practically forgotten as far as its use on radio is concerned. It is naturally a hard-sounding word and makes for equally hard listening in program commercials. Let's just take a few examples where it is used and could just as well be omitted: Have you got . . . why not say, Do you have? It's got everything . . . why not say . . . It has everything. I've got to do this . . . why not say . . . I must do this. You've got five minutes . . . why not say . . . You have five minutes. He's got . . . why not say . . . He has . . . These few examples show how easy it is to refrain from incorrect form brought on by common usage and, at the same time, retain all desired emphasis.

Some Other Examples

Let's take a group of random examples of misuse and grammatically incorrect passages found in radio copy today.

"The reason is because" . . . the use of "because" is absolutely superfluous.

"You will find what you are interested in" . . . it is also incorrect to terminate a sentence with a preposition.

"Love" and "like" . . . there is a difference in loving and liking something; to "love" something, infers it has life; you "like" the inanimate.

The use of the "first person" by an announcer who is not exclusive in his service or a direct representative of a sponsor, should be frowned upon. "We or I recommend this and that etc." should be changed to make it the sponsor's recommendation. The use of the negative form as a reminder can be replaced by a direct invitation, such as "be sure to ask for," instead of "don't fail to ask for," since there is no need to inject even a hint of objection which you do when you use "don't fail."

Improvement Helps Sponsors

Now these and many other examples may seem trifling and unimportant because they are used so often. Nevertheless, radio cannot afford to overlook any opportunity to improve its efforts to achieve results for the sponsors. Radio has this chance in its preparation of advertising copy and program scripts, perhaps not in the role of "Pollyanna" but at least in correcting flagrant violations of rhetoric and composition which are really the products of lazy minds.

Radio is a medium of advertising, and advertising should be the truth about an item or product, attractively presented. Proper rhetoric and composition make for such attractiveness.

AVOIDING NEWS TONGUE-TWISTERS

KGW News Chief Orders Americanized Pronunciation Of Difficult Foreign Words

AN APPEAL for Americanized pronunciation of foreign names and places in the news was made recently by Virgil S. Smith, news editor of KGW-KEX, Portland, in a letter published by Bill Moyes, radio columnist for the *Portland Oregonian*.

Mr. Smith

Complaining that it was almost impossible for newscasters to find proper pronunciations for many foreign words, Mr. Smith declared the practice of KGW-KEX would be, "if it is new and difficult, to Americanize it by following the spelling as closely as possible. The purpose of newscasting is to convey information," he wrote. "If it helps to convey that information by Americanizing the word, we'll do it."

Praise Received

The statement of policy was warmly complimented by Arden X. Pangborn, director of KGW-KEX, and numerous favorable comments have been received from listeners since the letter was published.

According to the Moyes column, Mr. Smith arrived at this policy—"it made him wince every time he read a letter or heard a telephoned complaint about an announcer mispronouncing foreign words."

"This is one voice in defense of Americanized pronunciation of foreign words," he wrote. "It's sensible, patriotic and practical."

"In one newscast there may be words from eight languages. There are no master keys to foreign pronunciations. From experience, I know it takes up to 90 minutes to determine all accepted pronunciations of all the foreign words in a 15-minute newscast. Neither editors nor newscasters have that much time for the task."

Mr. Smith then explained that even when pronunciations are determined there is an essential difference between accent and pronunciation. "A good announcer, after looking up a Russian word in a standard reference work, can't pronounce it as the Russians would."

"If the foreigners themselves can't agree on what's correct, and we can't roll our tongues and lips the right way, why make the effort? Scholars tell us how to pronounce a foreign city name; we do it his way and a fellow who was born in the city calls to tell us we are all wet. Who's right, the scholar or the native? I once watched a college instructor in Spanish try to carry on a conversation with a Mexican. He insisted afterwards the Mexican didn't know the language."

"Why should we bring foreign words intact into our language? It's American to Americanize foreign words.

"The radio, if the scholars and students of foreign tongues will just let us alone, will do just that—Americanize these foreign words and enrich the language of the United States."

Willkie 48.7 on CAB

WENDELL L. WILLKIE, attained a listening rating of 48.7 for his report via the four major networks, on his trip to Russia, China and the Near East, according to measurements completed by the Cooperative Analysis of Broadcasting. C. E. Hooper rating for the talk, delivered Oct. 26, was 48 [BROADCASTING, Nov. 2].

WSAP Defers Debut

WSAP, Portsmouth, Va., scheduled to go on the air Nov. 1, at the same time becoming a Mutual affiliate, has postponed its starting date to Dec. 1, due to construction difficulties.

. . for the boy who is after our job

Sure, fellow, there's a great future in Radio. Here is the mightiest of all salesmen . . . a moving force to answer the world's need for better understanding . . . the voice that can help hold a hard-earned peace. No wonder you've dreamed of the time when you may direct this mighty power.

The WJR Radio Scholarship is our recognition of *your* coming day. That is why it prescribes four years of intensive study for you, son. You will delve into economic problems, be schooled in drama and radio production. You will learn advertising, selling, business administration. You will explore the mechanics of microphones and the mysteries of television.

Those of us on the job today created this thing called Radio. Built it from our experience on the city desk, the stage, at the little transmitter in the attic. Some measure of success has been ours, and we hope to carry on still further. But, at the same time, we want to pave the way a bit for those who are to follow. That is why the WJR Radio Scholarship has been established . . . *for the boy who is after our job.*

RADIO IN SERVICE OF HOME AND NATION

WJR
THE GOODWILL STATION
Detroit

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

FM Station List Shows 37 Outlets Now in Operation

Eight Experimental Stations On Air; Equipment Shortage

REPORTING on its questionnaire survey of FM broadcasting station operation, FM Broadcasters Inc. on Nov. 3 stated there are now 37 commercial FM outlets and eight experimental FM transmitters on the air. Those theoretically under construction total 17, but only a fraction of them are actually being built because of lack of equipment and manpower, the association states.

As a result of replies from about 80%, not including the Westinghouse stations in Boston and Pittsburgh and General Electric's W85A in Schenectady, the report summarizes "the more interesting facts we discovered" as follows:

"1. The average length of the FM program day is 10½ hours, ranging from 24-hour service in some areas to the FCC six-hour minimum in others.

Special Programs

"2. The average FM program schedule is 73.2% non-duplicated in contrast with AM service offered to the same area. In other words, 73.2% of the programs are planned for FM and heard only over FM stations. Percentages range from a minimum of 10% (on one East Coast FM outlet that ought to be ashamed of itself after loudly and publicly proclaiming such undying faith in FM just one year ago) to a full 100% non-duplication over eight others.

"3. At least 28 of the commercial stations maintain full or partial staffs, aside from any personnel that also works for an affiliated AM outlet but doubles in brass on FM. Incidentally, six FM outfits have no connection with any AM interests and are operated as independent ventures.

"4. Here, however, is the principal discovery that makes us clap our lily-white hands in delight. Not a single one of all the operating stations which returned our questionnaire reports any intention of curtailing its operating schedule. Three of them admit maybe it might be necessary at some later date if no provision could be made to replace transmitting tubes when they wear out. Not that they want to curtail, you understand, but rather than go off the air entirely they'd prefer to cut down on daily schedules and thus prolong the life of the tubes. And we'd call it wisdom, too.

"5. We also found that—of those replying—nine FM broadcasters are unable to serve their entire assigned area. (We suspect that maybe the same is true with another four or five who didn't answer us.) Today they're serving somewhat less than 60% of the territory they will eventually whenever full installation of antennas and higher wattage transmitters becomes possible. Only one of them expects this to happen before the war's end; another says 'maybe'."

Shortage of Parts

The greatest current problems in connection with continued operation was said to be scarcity of transmitting tubes and replacement parts. A close second was the personnel problem, with 11 stations admitting "they're scratching heads about the shortage of suitable technicians and program people." Four complained that, with the FM listening audience virtually frozen at its present size, they find themselves unable to secure sponsors and hence can count upon no revenue to lighten the cost of continued operation.

"At the risk of being redundant," the report adds, "we have no choice but to point out that all this indicates there's still plenty of vigor in the realm of frequency modulation."

Women In Demand as Radio Operators In Nine Branches of the War Service

WOMEN who can pass the amateur radio operator's examination are in demand for radio jobs in nine branches of the war service, according to George W. Bailey, chairman of the radio section, Office of Scientific Research & Development, Washington. Manpower problems are causing an increased demand for trained women and they will be paid salaries of $1,400 up to $3,200, according to their qualifications and experience, Mr Bailey stated

Jobs are offered in the following departments:

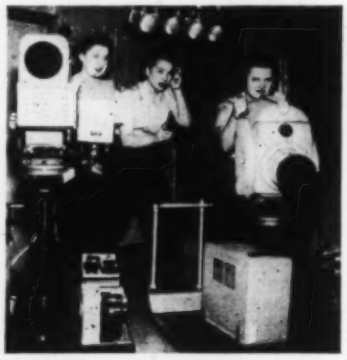
The Civil Aeronautics Administration offers a six-month course at $1,440 per year, with an advance to $1,620 upon completion of the course and advancement with experience. The position is called "trainee junior aircraft communicator" and is handled by Civil Service.

Air Forces Opening

The Army Air Forces want women student instructors and will pay $1,620. Experienced women get $2,000. Four schools use women: Scott Field, Ill.; Chicago; Sioux Falls, S. D.; Madison, Wis. Applications are made through the local Civil Service.

The Signal Corps General Development Laboratory, Fort Monmouth, N. J., gives women from 16 to 50 years of age a six month course and $120 a month, with an increase to $135 a month after completion of the training. Lt. John T. Freeman, assistant personnel officer, General Development Laboratory, Signal Corps, Fort Manmouth, Red Bank, N. J., is receiving applications.

Women are also needed by the radio section, Bureau of Ships, Navy Dept., Washington. The positions, for which salaries are offered of $1,400-$1,800, and for college graduates $2,000-$3,200, are under Civil Service. Applications should be made to Lt. L. B. Wheeler, Bldg. T-5, Rm. 1012.



WATTS IN ACTION—three of the six WATTS (Women's Auxiliary Television Technicians) handling production and engineering at W9XBK, Chicago, Balaban & Katz television station—are (l to r) Jean Schricker, Fran Harris and Rachel Stewart. Men who formerly held the jobs were inducted into the Navy as instructors in Radar.

The Naval Ordnance Laboratory, Washington, has a number of positions for trained radio operators, with salaries starting at $1,620. Applications are handled by Ralph Cautley, and are under Civil Service.

Radio opportunities in the Naval Research Laboratory, Anacosta, D. C., start at $1,440 and are on either a contract or Civil Service basis. Fred A. Pierce is in charge.

A few openings for qualified women are available at the Radiation Laboratory, Massachusetts Institute of Technology, Cambridge. Salaries start at $1,500 and appointments are by contract.

Armed Forces

Enlisted women may obtain radio assignments in the WAVES by applying through the local Naval Procurement Office. The WAACS are also receiving applications from radio women who have a high school education including physics, and who are mechanically inclined and can pass the Signal Corps aptitude test. The successful applicants will be trained at a civilian school in Kansas City, Mo., starting as of Nov. 30, 1942. Other groups will be accepted Dec. 28, 1942, Jan. 25, 1943 and March 1, 1943. The women who pass the course will be assigned positions replacing AAF enlisted men.

As a suggestion to women who plan to obtain an amateur radio license to qualify for one of the job opportunities, Mr. Bailey has proposed one of two courses: Individual study at home of radio theory from books such as *License Manual; Learning the Code; How to Become a Radio Amateur Operator; The Radio Amateur's Handbook*, all published by the American Radio Relay League, 38 LaSalle Road, West Hartford, Conn.

In connection with home study, code practice must be obtained, preferably with a licensed operator, since it is necessary to know the code in order to take the examination for an amateur radio license. Women are not employed as code operators, however, because code is used only in the field where women are not used.

A second method of getting an amateur radio license is by attendance at a commercial or Government sponsored radio school, or by a correspondence course from a commercial school.

Examinations for license are given by the FCC in selected cities throughout the United States. The *License Manual* contains information as to time and place of these examinations.

CANADA TO TRAIN WOMEN FOR JOBS

CANADIAN stations have been asked by the Canadian National Selective Service Board to do everything in their power to train women for every position they can possibly handle, Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, states in his latest "President's Letter" to CAB stations.

He reports: "While no commitment has been made to date concerning the manpower problem of the broadcasters, a policy is being formulated, based upon our association's recommendations. It is hoped that in the near future the policy will be finalized." Canadian stations were notified July 27 that the broadcasting industry would be considered as essential to the prosecution of the war on the same basis as the newspapers of Canada [BROADCASTING, Aug. 3].

The CAB recently surveyed the manpower situation among the member stations and as a result presented a brief to Elliott M. Little, Director of National Selective Service, Dept. of Labor, Ottawa, in which the problems of Canada's broadcasters were outlined.

POWERED BY GIRLS is KGY, Olympia, Wash., with Eileen Johansen (l), holder of a first class radio telephone license, on regular shift as operator-announcer, while Mrs. Tom Olsen, wife of station manager, handles all bookkeeping, auditing and other office details.

How WLAC'S 50,000 watts power is being promoted

THE SHELBYVILLE GAZETTE

Gazette Sponsors Bedford Co. Program Over WLAC Thurs.

Tune Your Radio To WLAC At 5:30 P. M. Today To Hear Broadcast

At 5:30 o'clock, Thursday afternoon, October 1, the WLAC Radio Broadcasting Station is featuring a Bedford County program, sponsored by the Shelbyville Gazette.

This program will stress Bedford County as a leading dairy cattle section and make announcements about the Mule Show at 9 A. M. Friday morning; the Bedford County 4-H Club Jersey Show at 1 P. M. Friday afternoon and the annual Junior Dairy Show for Middle Tennessee on Saturday.

The script for the opening and the closing of this 15-minute program was prepared by the editors of the Gazette. The script, relative to Bedford County resources and the two-day shows, was prepared by Franklin Yates, County Agent. A. B. Harmmon, district agent of the University of Tennessee Agricultural Extension Service, will represent the Gazette and Bedford County during the radio interview.

Friends and readers of the Shelbyville Gazette are urged to tune their radios to WLAC at 5:30 o'clock, this afternoon, Thursday, to hear this broadcast about Bedford County.

The editors of the Gazette have gladly donated this radio time to the dairy industry of Bedford County as a public service, and it is their wish that as many Bedford Countians as possible hear this program

40-inch ads were placed in 26 county newspapers in towns throughout the station's principle coverage area.

These newspapers were invited to send prominent local citizens to WLAC to tell listeners about the advantages of their respective communities.

A 100-inch advertisement was run in both Nashville newspapers.

Large 2-color anouncement posters were placed in the windows of 350 Esso Service stations within a 100 mile radius of Nashville.

WLAC's "Opening Program" brought cards and letters from 171 counties in the States of Tennessee, Kentucky, Alabama and Mississippi. Here's proof of WLAC's new and extended coverage.

WARD, OWNER -- F. C. SOWELL, MANAGER

RADIO GATEWAY TO THE INDUSTRIALLY RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

Ex-Radio Soldiers Open Okla. Net Variety Show

EX-RADIO MEN recruited from stations throughout the country and now attached to the Enid Army Flying School, Enid, Okla., are presenting a Wednesday half-hour variety program on KCRC, Enid, which is fed to the entire Oklahoma Network. The group is also presenting a 16-act musical comedy show, *Out of the Blue*, which will tour Oklahoma for the benefit of the Soldiers Welfare Fund and the Army Emergency Relief.

Former radio men participating in both the program and musical comedy are: Pvt. Dan Ryan, former producer of WGN, Chicago, writer-producer of the traveling show; Pvt. Patrick Murphy, former actor of NBC Chicago; Cpl. Thomas C. Fleet, former news and sports editor of WBIG, Greensboro, N. C.; Cpl. Mack H. Webb, formerly of the production staff of WSIX, Nashville; Pvt. Stan Pate, former sportscaster of WKY, Oklahoma City; Pvt. Stanton Kramer, formerly of the press and special events department of WGN, Chicago. Pvt. Jack Wilson, former announcer of WKY, Oklahoma City, wrote the hit song of the musical comedy, "Mama Gave Up Her Girdle for the Army".

CANADIAN GOVERNMENT, for its power conservation campaign, on Nov. 2 started a flash announcement campaign to twice daily Dec. 16, Monday through Saturday on 21 Ontario and 13 Quebec stations. Account was handled for the Government by the Advertising Agencies of Canada, Toronto.

Mr. A's Grid Lesson

BY MAURICE CONDON

Mr. K. W. Amplistat, continuing his crusade against cliches in radio, is on hand to censure the radio descriptions of football contests.

Q. You describe football games?

A. I am here to give you a vivid word picture of this afternoon's fray on the chalk-lined gridiron.

Q. What is your vantage point?

A. I am in the radio booth, perched high above the field, waiting for the shrill blast of the whistle.

Q. Is there a considerable crowd?

A. The oval is packed and what a picture it makes. The waving pennants, the colorful hats of the ladies, the various uniforms.

Q. What do they blend into?

A. They blend into a riot of color.

Q. The weather is suitable?

A. It's a perfect football day. Cold and crisp. The ground is firm and hard.

Q. Is it time to begin?

A. They're lining up for the kickoff.

Q. Is the crowd aware of it?

A. The crowd is tense—everyone is watching the players. There's a sudden hush over the stadium.

Q. And?

A. There's the whistle! Mike Merkchoff lays his toe to the leather and boots a beauty!

Q. Where does it go?

A. The spheroid soars down the field and into the waiting arms of Bochalski who's off like a scared rabbit.

Q. Is Mr. Bochalski a competent runner?

A. He's tiny, fast and tricky. His legs are working like pistons, churning the ground. He's lugging that oval, flashing across the stripes.

Q. Are there attempts made to thwart his progress?

A. No. 36 tries to spill him but the swivel-hipped Bochalski pirouettes past him.

Q. Then we may assume that a touchdown is in the offing.

A. No TD this trip. He's dumped on the 42.

Q. Regrettable.

A. The boys are in conference now—they spread back and it looks to me like a pass coming up.

Q. Yes?

A. It is a pass! Eichel hurls the pigskin in a long arc and it's headed for Walknell, the sticky-fingered end.

Q. It is received?

A. Walknell plucks it out of the ozone and is carrying the mail.

Q. Is he advancing?

A. He roars down the field like an express.

Q. It is fortunate that the field is hard and firm. Suppose it was wet and soggy?

A. He would be slushing through the ooze. He's a good mudder.

Q. What is the result of this run?

A. He flashes across the pay stripe and chalks one up for Gronnus U.

Q. And the crowd?

A. Pandemonium reigns in the stands. Everbody's on their feet!

Q. You mean, on his feet?

A. Whose?

Q. A grammatical correction. However what follows?

A. The marker after.

Q. How is this described?

A. Spollack's educated toe gets the bid and again the stands are hushed.

Q. Will Spollack make the point after touchdown?

A. The oval sails over the crossbar and splits the uprights. There's the clincher.

Q. Gratifying. It argues well for Gronnus U. As the game progresses, will there be similar exciting moments?

A. Undoubtedly there'll be a sensational run by Michlik, the will o' the wisp halfback.

Q. Yes?

A. We can expect Fullback Cernecki to hit that line.

Portland (Me.) Sunday Telegram

News item: Army Football coaches are rumored to be sending instructions from the bench by shortwave

Q. Will it hold?

A. He'll hit that line like a battering ram. . . .

Q. And?

A. He'll go through it like it were made of paper. He'll pull his head down and bull his way through it. The defense will be scattered like leaves in the wind.

Q. But if he fails to get through?

A. The line will hold like a stone wall. There'll be the thud of body against body.

Q. An impasse. What follows?

A. The quarterback will call the boys into a meeting and mastermind them out of the tough spot.

Q. What about the coach?

A. He'll be nervously pacing in front of the bench, plotting strategy.

Q. Will he be successful?

A. The old grid mentor is chewing on his famous cigar and you can be sure he'll pull one out of the hat. He's got something up his sleeve, you can bet.

Q. Are there any players on the bench?

A. Another squad is warming the maple, picking up slivers. Others are prancing nervously about, eager to get in the fray.

Q. All in all, would you say this is an interesting game?

A. It's the game of the year! The battle of the mastodons! What fleet-footed ends! What pile-driving backs! What ferocious offense! What dogged defense! What razzle-dazzle!

Q. Thank you, Mr. Football announcer. I'm sure that does it.

Cowles Benefactions

THE Gardner Cowles Foundation, established in 1924 by the president of the Des Moines Register & Tribune Co., and father of Gardner Cowles Jr., president of Iowa Broadcasting Co., now assistant director for domestic operations of OWI, has donated to Grinnell College in Iowa a $125,000 residence building and dining hall as an addition to the men's dormitory system. The new building is called Cowles Hall. The senior Mr. Cowles, who attended Grinnell more than 60 years ago, and his wife have given $500,000 to Iowa institutions during the last seven years.

Just what the PUERTO RICAN audience wants!

- Local and international AP news
- Good Commentators
- Sports programs
- Children programs
- Dramatizations
- Popular music
- Comedy sketches
- Religious programs
- Variety
- Well balanced schedule from 7 AM to 11 PM

WIAC

"First on all P. R. dials"

Box 4504-San Juan, P. R.

Other minds chart the course, other voices bark the commands, other hands release the bombs . . . but you are there, too.

You are there as surely as though you sighted the target yourself.

No matter if you are on the other side of the sea . . . if your job is talking into a mike or spraying a fuselage or patrolling an air-raid sector or harvesting wheat in a Kansas field. There are countless war-ways to accompany that heroic crew on its mighty mission to Berchtesgaden.

You're flying with them. They'll never get there without you.

Let's go! Were on our way to Berchtesgaden!

BROADCASTING

Sports, Olson Feature Radio Executives Club

ENTERTAINMENT, centering on sports and the "show business", was the highlight of the Nov. 4 luncheon meeting of the Radio Executives Club of New York. Ole Olson, co-owner with Chic Johnson, of "Sons o' Fun" Broadway show, was the joke-telling m.c. for a session on baseball and other sports as discussed by Sportswriters Tom Meany and Tom Reilly of *PM*, New York daily newspaper, and Lester Bromberg, *New York World Telegram*.

Out-of-town guests were George Lasker, WORL, Boston; Joseph Keown, WJBO, Baton Rouge, and Alex Sherwood, Standard Radio, Chicago.

MAINTAINING a custom which has marked most important elections, the last minute election returns of WFIL, Philadelphia, were brought to its audience on Tuesday night by Samuel R. Rosenbaum, president of the station. The election returns were sponsored by Spatola Wines.

LITTLE JOYCE'S BIG BOOST

'Sonovox' Personality With Deep Bass Voice Proves Popular Sales Assistant on KROC

THE STORY OF the success of "Little Joyce with the peculiar voice", a Sonovox radio personality developed by Velie-Ryan Soft Drink Distributors of Rochester, Minn., is graphically told in a ten-page, two-color brochure prepared by the Sonovox Division of Free & Peters.

Altogether, 160 daytime announcements were used during a one-month period last summer on KROC, Rochester, Minn., advertising Nesbitt's Orange Drink. Half of the spots were straight one-minute transcribed announcements selling the orange drink, and the other half were 30 seconds of Little Joyce and 30 seconds of a local announcer giving details of a Little Joyce contest.

As a checking and merchandising feature of the spots a contest with cash prizes for the best imitation of the "peculiar voice of Little Joyce" was held. The finals were judged on a Saturday morning at a local theater before an audience of 1,600 youngsters who were admitted to the theater with five Nesbitt bottle crowns each. Thus 8,000 proofs of purchase were represented by the youngsters who judged the contest.

According to Richard Ryan partner of the soft drink distributors, during the one-month campaign, sales increased 31% over the previous year and the advertising costs were nearly 50% less than promotional expenditures during a corresponding period of a previous year.

. . . that you didn't even get a postcard from PISCATAQUIS COUNTY in Maine! You see, WHN, PISCATAQUIS COUNTY happens to be where WLBZ was "born and brung up" years ago . . . *21* years ago, in fact!

While we're now in PENOBSCOT COUNTY, Maine . . . Bangor to be exact, we're still "at home" to the folks in PISCATAQUIS. Even though we've taken on "airs" with most of "them outside programs" we're still the "home" station to PISCATAQUIS folks . . . and the rest of the Maine people who appreciate the fact that WLBZ never forgets it is the MAINE station FOR MAINE people!

We do congratulate you on having received some mail from Maine.

WLBZ

620 KC. • FULL TIME

1000 WATTS DAY • 500 WATTS NIGHT

Our local programs are specially built for the Maine audience. WLBZ is also available through the National Broadcasting Co., the Yankee Network and the New England Regional Network

THE MAINE BROADCASTING COMPANY, Inc. • Bangor, Maine

23 SPONSORS BEAM NBC NET PROGRAMS

NBC is now shortwaving 23 commercial programs to United States armed forces stationed abroad. All but three of the total are rebroadcast by transcription: *Three-Ring Round Up*, P. Ballantine & Son; *Esso Reporter*, Standard Oil Co. of N. J.; *Sports Roundup*, R. J. Reynolds Tobacco Co.

Transmitted by transcription in order to reach camps and posts at the most convenient time for servicemen are: *Bill Stern's Sports Newsreel*, Colgate-Palmolive-Peet Co.; *Bandwagon*, F. W. Fitch Co.; *Fibber McGee & Molly*, S. C. Johnson & Son; *National Barn Dance*, Miles Labs.; *Truth or Consequences*, Procter & Gamble Co.; *Music Hall*, Kraft Cheese Co.; *Johnnie Presents*, Philip Morris, Ltd.; *Steelmakers*, Wheeling Steel Corp.; *Gracie Fields*, American Cigar & Cigarette Co.; *Information Please*, American Tobacco Co.; *Voice of Firestone*, Firestone Tire & Rubber Co.; *Dr. I. Q.*, Vick Chemical Co.; *Horace Heidt's Treasure Chest*, Lewis-Howe Co.; *Famous Jury Trials*, Williamson Candy Co.; *Kay Kyser*, American Tobacco Co.; *Inner Sanctum Mysteries*, Carter Products; *Can You Top This?*, Colgate-Palmolive-Peet Co.; *Tommy Riggs*, Lever Bros.; *Meet Your Navy*, Hall Bros.; and *Abbott and Costello*, R. J. Reynolds Tobacco Co.

Lucken King Is Named To Top New Media Body

FORMATION of the Assn. of Agency Media Men and the election of temporary officers for the organization was announced last week, following a preliminary meeting in New York Oct. 28. Purpose and aims of the association have not yet been announced, pending a second meeting Nov. 18 at the Hotel Sheraton, New York, during which tentative by-laws will be submitted by selected committees.

Temporary officers elected were Lucien King, Arthur Kudner Inc., chairman; Joseph Burland, Kelly, Mason Inc., vice-president; Robert R. White, Wm. Esty & Co., secretary, and Marc Seixas, White, Lowell & Owen, treasurer.

Discs in Library

FREDERIC W. ZIV Inc., Cincinnati agency, reports that the nine discs of the new transcribed show *Eye Witness News*, now carried by 72 stations, will be on file in the Library of Congress as part of the permanent record of World War II. Produced by John L. Sinn, vice-president in charge of the New York office, the show dramatizes eyewitnesses accounts of the United Nations at war. Press Association Inc. is donor.

CBC Board Meets Nov. 30

FIRST MEETING of the board of governors of the Canadian Broadcasting Corp. under the new general managership of Dr. J. S. Thomson, is scheduled for Nov. 30 at Ottawa. Dr. Thomson took over his duties on Nov. 2, while Maj. Gladstone Murray, former general manager, became director-general of broadcasting on that day, with headquarters at Toronto.

WKZO KICKS GOAL IN GRAND RAPIDS!

New studios in Western Michigan's greatest department store, Herpolsheimers in Grand Rapids; an increase in nighttime power, pouring the equivalent of 25,000 watts in the direction of Grand Rapids; and more than fifty headline CBS shows per week—that's our record for 1942.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WKZO

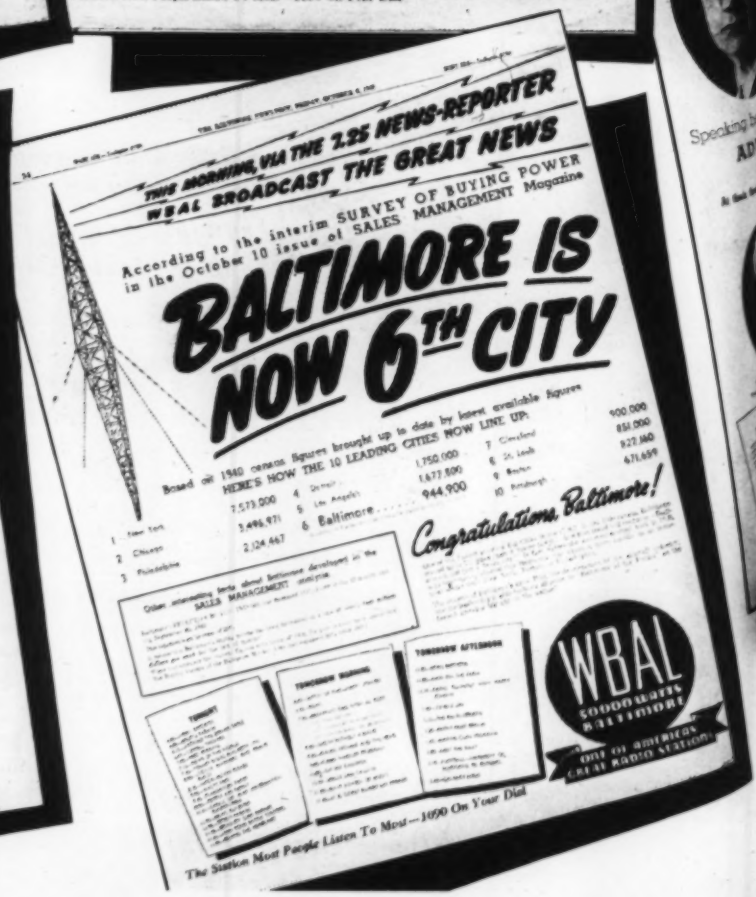
John E. Fetzer,
President & General Manager

The strongest selling force in the KALAMAZOO-GRAND RAPIDS AREA and the great Western Michigan market.

Ads like these

An important message to Baltimore business men and to a Nation-wide N. B. C. Radio Audience
Originating on WBAL in Baltimore
THE HONORABLE PAUL V. McNUTT
Chairman of the War Manpower Commission
"WAR and MANPOWER"
Tuesday, September 28—1.45 to 2 P. M.
Speaking before the
BALTIMORE ASSOCIATION OF COMMERCE
At a Luncheon Meeting at the Lord Baltimore Hotel Beginning at 12:15 P.M.
Baltimore Association of Commerce—an influence for progress since 1924
DIRECTORS
CHARLES H. NOLSON JR.
WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS
The Station Most People Listen To Most—1090 On Your Dial

A Menu of Sweet Melody
"AROUND THE DINNER TABLE"
Served to Your Taste Each Evening at 6.15 to 6.45 P. M.
George Yeatman's Orchestra With Songs by Margie Wood
An Exclusive WBAL Feature
WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS
The Station Most People Listen To Most—1090 On Your Dial


THIS MORNING, VIA THE 7.25 NEWS-REPORTER
WBAL BROADCAST THE GREAT NEWS
According to the interim SURVEY OF BUYING POWER in the October 10 issue of SALES MANAGEMENT Magazine
BALTIMORE IS NOW 6TH CITY
Based on 1940 census figures brought up to date by latest available figures
HERE'S HOW THE 10 LEADING CITIES NOW LINE UP:
1 New York 7,573,000
2 Chicago 3,496,971
3 Philadelphia 2,124,467
4 Detroit 1,750,000
5 Los Angeles 1,477,500
6 Baltimore 944,900
7 Cleveland 900,000
8 St. Louis 851,000
9 Boston 827,160
10 Pittsburgh 671,659
Congratulations, Baltimore!
WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS
The Station Most People Listen To Most—1090 On Your Dial

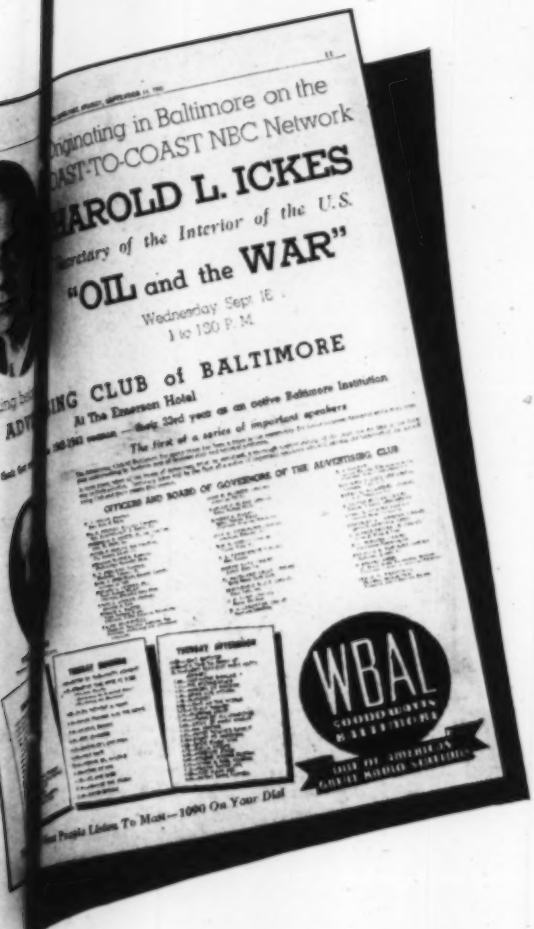
ean more listeners
r your WBAL programs

52 FULL PAGES IN 1942

in the

BALTIMORE NEWS-POST

(Largest Evening Circulation in the South)


inating in Baltimore on the
AST-TO-COAST NBC Network
AROLD L. ICKES
retary of the Interior of the U.S.
"OIL and the WAR"
Wednesday, Sept. 16
1 to 1:30 P. M.
NG CLUB of BALTIMORE
At The Emerson Hotel
OFFICERS AND BOARD OF GOVERNORS OF THE ADVERTISING CLUB
WBAL
1060 Kilocycles
50,000 Watts
Baltimore
People Listen To Most—1060 On Your Dial

Pounding away, week after week, month after month, all through 1942, WBAL has been winning more listeners for YOUR programs with these powerful, full page ads in the Baltimore News-Post.

It's one of the great radio station promotion campaigns of all time!

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

XUM

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Wage Puzzle

IF THE INDUSTRY is confused by the new salary and wage freeze, and if it wonders what to do when a prize announcer is tempted away by an offer of $5 more from the 50,000-watter in Bigtown, it has a lot of company in the business world. As the situation stands today, it is hard to find anyone—well-informed officials included—who will hazard an estimate of how much autonomy in adjusting pay scales the individual radio station executive retains to prevent pirating of his staff.

John L. Sullivan, Assistant Secretary of the Treasury, said employers paying stenographers $30 a week cannot pay $40 merely because others offer that money. Yet, asked if the Treasury contemplates freezing persons in their jobs to prevent shifts of salaried people, Mr. Sullivan replied, "This is not the function of the Treasury."

Radio station people face this problem every day. Eventually Paul V. McNutt, Judge Byrnes, the Treasury, or someone somewhere is going to discover, as businessmen know, that the salary freeze is unworkable unless freezing wages and freezing jobs are treated as one problem.

Best hope for immediate relief is to be found at the field offices the Treasury is now establishing in major cities to administer the freeze. There, veteran employes of the Bureau of Internal Revenue will interpret the eligibility for salary increases of individual white collar workers, executives and professional workers. Other employes, covered by wage contracts, are under jurisdiction of the War Labor Board.

For his health's sake, and for safe information, the confused station executive should not look to Washington but should go to his nearest field office and put his problem in the Treasury's lap.

Manpower Must

SEVERAL months ago, Maj. Gen. Hershey advised the nation's industries to take an inventory of their essential employes and plan replacement programs to care for vacancies created by the draft. Some broadcasters have already decided upon their "essential men", and others are in the process of completing their lists.

Inquiries have come to BROADCASTING from station operators anxious to know the best way to protect key personnel. Selective Service anticipated this question several weeks ago when it announced that a form (42-A) had been prepared for use by employers in furnishing local boards with necessary information on "essential" employes. Every station manager should obtain from local boards enough forms for all his key men now and file them with local boards immediately.

This will provide local boards with vital information concerning registrants and enable them to handle individual cases more intelligently. Statements of essentiality, represented by these forms, should be filed immediately. Forewarned, a board can be fair with employer and employe alike. Uninformed, a board can not be expected to know that a man is essential and deferable under the recently announced essential categories [BROADCASTING, Oct. 19].

The Coons Study

SELF-INTEREST ALONE should dictate strong industry support for the NAB retail promotion committee's projected study of retailers, particularly department stores, as a potentially larger and more effective user of radio time. If the tiniest idea should evolve therefrom to give any station, large or small, an additional sales approach to hesitant retail establishments, it should be well worth the cost.

The retailers, too, are facing enormous perplexities in the light of war demands, and the Sheldon Coons study [BROADCASTING, Nov. 2] is calculated to help broadcasting by helping retailers solve their own problems. Vast changes are obviously coming in the consumer economy, changes which the commercial departments of broadcasting stations may be able to help their clients meet.

The business forecasters seem agreed that 1942 Christmas business will be the highest on record for dollar sales volume of most merchandise concerns, except for certain stores operating in non-defense areas and companies dependent upon hard goods. Inventories are still large, and people in most communities have more money to spend than ever before. But the end to the lush days may come soon after irreplaceable inventories are depleted.

As one of the best of the business writers put it, most civilian businesses are now feeling the war in only minor preliminary ways. He calls the present period a "hangover" from peacetime. He reckons that the great wave of changes to come will take about six months.

Radio and its clients must prepare for those changes. An objective, analytical study of retail trends should help build bulwarks against the inevitable tides that might easily engulf the unwary.

They Say . . .

AND STILL THEY COME

WHEN this war started, almost a year ago we frankly figured that FM was in for a long spell of hibernation along with all the other finer but non-essential things that were beginning to take their places in the pattern of American living. Some of our worst expectations were realized. The WPB clamped down on the manufacture of further FM receivers, and much of the material used in constructing new stations was frozen tighter than a skating rink. Today there's a shortage of skilled manpower to run the gadgets and glinkets behind FM control panels, and the replacement of vacuum tubes in FM transmitters is little more than a fluffy daydream.

And yet—in spite of those limitations—FM stations keep going on the air. Maybe not so big or so powerful as original plans called for—but they still get on the air. Usually it's by virtue of material already on hand, or equipment partially completed when the war started. (No black market in FM transmitters, if that's what you're thinking.) To us, this is clear indication of the tremendous momentum FM broadcasting had built up in pre-war months—a momentum that carries over into wartime and will probably keep FM quietly idling until the time arrives to open up the throttle again.—*From the Bulletin of FM Broadcasters Inc.*

THE RADIO SERIAL

THE RADIO serial is basically a modernization of one of the most ancient entertainment forms. Since the beginning of time, men and women have told one another stories—not for the sake of escape, but simply to give pleasure. Ancient epics like 'Beowulf', recited installment fashion for weeks on end, illustrate this art of continuous narration. And I believe this should be the function of radio story-telling today.

There is plenty of room in radio for writers with new and interesting viewpoints and techniques, and radio, being a specialized medium, should produce its own brand of creative authors. When script-writers more fully realize that radio is a full-fledged art in its own right, then radio as an authentic art form will have no limits.

In radio we don't have the physical limitations of the stage and films. On the air any desired setting can be created easily. And radio parts leave a lot of room for individual development and interpretation by the actor or actress—which is a good thing. Given a fair chance, I think radio performers do far and away the best acting of the day.

The time isn't far off when radio will boast its own Eugene O'Neills and G. B. Shaws—they probably exist already, just waiting for a fuller chance to develop and exhibit their talents. Give them just a little more time. After all, radio is still an infant art form compared to mediums like the theatre. But a mighty precocious infant if you ask me!—*Sandra Michael, author of NBC serial 'Against the Storm', Peabody prize winner.*

We Pay Our Respects To —

OLIVER GRAMLING

One word better than any other perhaps describes Oliver Gramling, 38-year-old assistant general manager of Press Association Inc.—energy. Almost since the time as a youngster that he thought he would take up sign painting as a career, Gramling has been telescoping two working days into the space of one. As witness the publication this week of his second book, *Free Men Are Fighting*, which he had to write in the spare moments he could squeeze from his myriad duties with PA, which distributes Associated Press news to radio stations and engages in many other activities in the radio field.

His book *Free Men Are Fighting*, is the story of World War II and covers the period from Aug. 28, 1939 to July 4, 1942. Co-authors with Gramling are AP correspondents around the world. The volume is dedicated to newsmen everywhere. And the publisher's advance reports are that it will be a best seller.

That sign painting career of Gramling's was very short lived. Once the decision was made, he equipped himself with brushes and paints and set about to drum up business. That was in Tallahassee, Fla., where he was born Aug. 30, 1904. His first customer was the owner of the only shoe repair shop in town. He was to paint six signs reading, "Hurry to W. Giles Shoe Shop to Get Your Shoes Repaired." For this, he was to get $9. He painted and posted the signs along the highway outside of town, then went to collect. Mr. Giles said he'd have to see the signs first. He went out a couple of days later, by which time road crews had torn down the signs. Mr. Giles said that, under the circumstances, he couldn't pay cash, but made Gramling a pair of shoes instead. Gramling decided sign painting was not the right career.

It was about this time that Gramling got his first taste of radio. The local Elks club purchased a crystal set and a pair of earphones. Every night, people would line up for blocks for the opportunity to listen for a moment or two to the magical music coming as from nowhere. Many a night Gramling stood in that line. It wasn't long before he had the attic of his home cluttered with coils, pieces of bakelite, wires and more wires. He never got a set that would work then, but in the years that followed, as radio grew and as Gramling worked on newspapers and then with the Associated Press, he never lost his interest in radio.

After a brief tour as doorkeeper of the Florida State Senate during which he drew $6 a day while the lawmakers got $7, Gambling turned to newspaper work at the age of 15. His first job was on the *Tallahassee Daily Democrat*—no salary. He was attending high school at the time. But even that wasn't enough to consume his seemingly unlimited energy. So he and an itinerant newsman on the paper took a brief fling at running a matrimonial bureau on the side—chiefly with the idea of finding a bride for the itinerant newsman. This failing, the bureau was closed.

From high school, Gramling went to Oglethorpe U on a football scholarship. Once again his energy led him into a side field—the college's semi-professional stock company. He wrote a play entitled, of all things, "Back From Africa." It's still used as a model. After two years at Oglethorpe, Gramling went to work for the AP at Atlanta and Raleigh. Later he resigned to attend Columbia U, where he received his degree. Following graduation, he went to work on the *New York Times* and then rejoined AP. That was the start of the trail which led him to radio. After service as a reporter, editor and executive in the news division, Gramling became executive assistant to General Manager Kent Cooper. His

(*Continued on page 38*)

Personal NOTES

ROBERT S. COLLINS, former Chicago sales manager of Newspaper Groups Inc., has joined the Chicago sales staff of Free & Peters, station representatives. Mr. Collins, whose work has been concentrated during the last 15 years on the newspaper supplement field, had previously been with Lord & Thomas and Conover-Mooney, Chicago agencies.

EDWARD P. SHURICK, recently national advertising manager of the *Ogden Standard-Examiner*, has rejoined KLO, Ogden, as advertising manager. Frank Kaull has resigned as sales accountant of KLO to work at the Ogden Quartermaster Depot. Harold S. Yoe, for 15 years with newspapers in Chicago, New York and San Francisco, has joined the station as account executive.

WALTER BEADELL, sales and promotion manager of WAAF, Chicago, formerly with WISN, Milwaukee, WOWO, Fort Wayne, and WFBM, Indianapolis, has joined the Chicago sales staff of Joseph Hershey McGillvra, station representative.

LAWRENCE LOWMAN, former vice-president of CBS New York, and now a major in the Army, is temporarily on the West Coast.

RAY L. MOSS, formerly in sales department of WJPF, Herrin, Ill., has joined the sales department of WMC, Memphis.

KATHERINE MacEWEN, formerly with the *Bridgeport Times Star* and the *Patterson Morning Call*, has joined the sales department of WSRR, Stamford, Conn.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, last week celebrated his twelfth year in radio. In 1931, he resigned from a vice-presidency and directorship in the Gimbel Brothers department store to become president of WIP.

DON S. ELIAS, vice-president of the Asheville (N. C.) *Citizen-Times*, in charge of the operation of WWNC, was honor guest, along with Charles A. Webb, president, and D. H. Ramsey, general manager, at a recent district meeting of the American Legion held to award the newspaper a special citation for news coverage of the Legion's 1941-42 program.

J. C. ALDIGE, formerly in advertising work in Los Angeles, has joined the commercial department of KGW-KEX, Portland, Ore. He fills the vacancy of Chester L. Blomsness, now a first lieutenant in the Army Air Forces.

THEODORE GRANIK, attorney and founder of the MBS *American Forum of the Air*, on Nov. 1 was named spokesman and national general counsel for the American Business Congress, a country-wide organization of little businessmen.

JOEL H. SCHEIER, former insurance man, has joined the staff of WMFF, Plattsburg, N. Y., as commercial manager.

S. A. CISLER, general manager of WGRC, Louisville, recently became the father of a boy.

FRANK RADCLIFFE has been appointed manager of CFOS, Owen Sound, Ont., succeeding Ralph Snelgrove, who has joined the Royal Canadian Navy.

EARL McCOLLUM, since 1928 first vice-president and assistant general manager of the *Kansas City Star*, operating WDAF, has been elected president and general manager, succeeding the late George B. Longan. C. G. Wellington, assistant managing editor, fills Mr. Longan's vacancy on the board. Henry J. Haskell, editor, has been named first vice-president, and Roy A. Roberts, managing editor, becomes second vice-president.

VERNON C. MITCHELL, formerly associated with Eli Lilly & Co., Indianapolis, has been appointed general sales manager of White Labs., Newark, sponsor of *Double or Nothing* on MBS through Pharmaco Inc., in behalf of Feena-Mint.

EDGAR KOBAK, executive vice-president of BLUE, last week returned from a tour of Rochester, Buffalo, Cincinnati, Nashville and Atlanta, where he conferred with managers of BLUE affiliates, advertisers and agencies. While in Nashville, Kobak looked in on the NAB district meeting, and visited his son Edgar H. Kobak, an aviation cadet at the Army Air Forces classification center.

LARRY E. GUBB, chairman of the board of Philco Corp., has been elected president of the Cornell U Alumni Assn. Mr. Gubb graduated from Cornell in 1916.

EDWIN MOSS WILLIAMS, vice-president and general business manager of United Press, New York, is father of a baby girl, born Oct. 27.

ARTHUR DART, editor of the Shell Oil Co., magazine *Progress*, San Francisco, has joined the Army Air Forces as a private.

DAVID H. HARRIS, recently traffic manager of WXYZ, Detroit, has been named program-production manager of WTAG, Worcester, replacing William T. Cavanagh. He has been associated with the King-Trendle Broadcasting Corp. for the last nine years, the last year as traffic manager of the Michigan Radio Network where his duties include supervision of programming.

CARL I. WHEAT, former FCC assistant general counsel, has formed a law partnership with Robert E. May, to be known as Wheat & May, with offices in the Shoreham Bldg., Washington, and the Mills Towers, San Francisco.

ALDEN R. GRIMES, operator of Associated Radio Markets, Minneapolis special representative firm, reported for military duty Nov. 3, and has closed down his concern.

JULES ALBERTI, BLUE director-producer, has joined the Treasury war savings staff in charge of station relations.

W. R. GARDNER has been appointed manager of CKMO, Vancouver, B. C., succeeding Roy Wright, who has joined CFAR, Flin Flon, Man., as manager.

HARRY BURWELL has joined the staff of WMBS, Uniontown, Pa., as commercial manager, and Dolores Martin as continuity writer. Mr. Burwell replaces Michael Slagel.

ROY HOFF, former salesman of CKWS, Kingston, Ont., has been appointed commercial manager of the station. Bill Aldrich has joined the CKWS sales staff, coming from CKGB, Timmins, Ont.

O. L. SMITH, account executive of WNOX, Knoxville, has been appointed a colonel on the staff of Gov. Prentice Cooper, of Tennessee.

PHIL CARLIN, vice-president in charge of programs of BLUE, was guest of honor last week at a luncheon of the Metropolitan Opera Guild in New York.

TOM COLTON, manager of WWSR, St. Albans, Vt., is father of a baby girl, born Oct. 1.

Today the news is strictly personal

It was yesterday that the people listened to news reports objectively.

Today the news is strictly personal—your son in Australia—his nephew in Britain—her husband in Egypt. They're all part of today's news.

The radio station which does the best job of reporting the news is doing the best job for the radio industry and the public.

WGN is doing that kind of a job in Chicago.

WGN reports the news frequently and regularly.

WGN supplements these regular news broadcasts with informal and authoritative interviews with people who have first-hand knowledge concerning the latest news events.

WGN—Mutual present competent commentators whose expert analyses clarify the sometimes confusing succession of events—men like Boake Carter, Gabriel Heatter, Raymond Clapper, John B. Hughes and Stanley Johnston.

WGN broadcasts two of the foremost public discussion forums—the Northwestern Reviewing Stand and the American Forum of the Air.

Because WGN does such an excellent job of news reporting, more people listen to WGN's news broadcasts than to those of any other Chicago station.

A Clear Channel Station

WGN

50,000 Watts • 720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE:
220 E. 42nd Street
New York, N. Y.

PAUL H. RAYMER CO.
Los Angeles, Cal.
San Francisco, Cal.

Oliver Gramling

(*Continued from page 37*)

specific duties were as head of the membership department, which in radio parlance is "station relations."

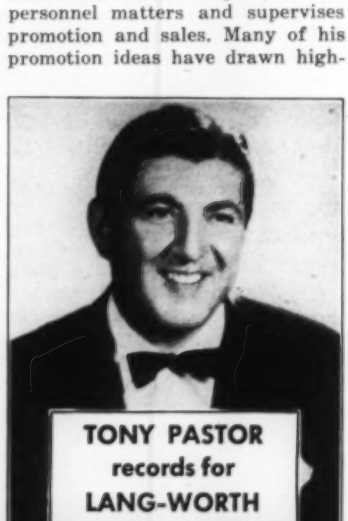
It was while on this time-consuming job that he found time to write his first book, a best-seller, *AP—The Story of News*. Then, late in 1940 came his chance to jump into radio with both feet. The AP had decided to organize a subsidiary to prepare and distribute AP news to radio. William J. McCambridge, who had risen through the ranks of the traffic department to become assistant general manager of AP, was to head up the subsidiary, Press Association Inc. Gramling was offered the post of assistant general manager. He saw here a chance to get into a field that had been beckoning for many years. He and McCambridge are of direct opposites in background and interests, but a hand-and-glove combination in business, as many people in radio have remarked.

While McCambridge handled the thousand-and-one technical details, Gramling busied himself setting up news, sales and business staffs. In setting up the news staff with Tom O'Neil as editor, Gramling's office became a laboratory where the news staff wrote, rewrote, experimented and went into all angles of presenting news for radio. Determined to create the ideal news report tailored for the ear, and not as in the past for the eye, top radio newsmen were invited to help. So that they could criticize, a radio news wire "to nowhere" was set up across a small room. News was filed at one end of the room and taken off at the other end. Then it went to the battery of critics for their suggestions, whence it reached the writers again by microphone. From this unheralded beginning, came the PA leased wire circuit that now reaches into every corner of the nation.

As assistant general manager of PA, Gramling keeps in close check with the news report, handles personnel matters and supervises promotion and sales. Many of his promotion ideas have drawn highest praise from the industry. One of the brochures he designed when PA was launched still is in wide demand.

Besides all of these duties, Gramling only recently was appointed secretary to the special committee named by the AP board of directors in connection with the Government's anti-trust suit against the world's largest news gathering agency.

Only recently, Mr. Gramling was married to Mariana Smilie. A resident of mid-town Manhattan, just a hop-skip-and-jump from his office, he says that if he could take the next year or so off, he probably would go fishing—provided he could also take along his Capehart and record library. For music is his chief hobby. He also likes golf, but in his own words, he's "wild as hell."



HONEYMOONERS are Mr. and Mrs. Martin Gosch. She formerly was Helene Hindin, vocalist of the San Francisco Light Opera Co. He is producer of the weekly NBC *Abbott & Costello Show*, sponsored by R. J. Reynolds Tobacco Co. (Camels). They were married Nov. 7 at Agua Caliente, Mexico.

Canada Shifts Personnel To Fill Key Positions

REALIGNMENTS throughout the CBC have been completed, following a change in the personnel of the Overseas Unit. Rooney Pelletier, recently in charge of the Overseas Unit, has returned to direct North American programs on loan to BBC. His place in London will be filled by John Kannawin, CBC Prairie regional representative in Winnipeg.

New Winnipeg representative is H. G. Walker, manager of CBL and CBY, Toronto, while Dick Claringbull, CBC Ontario regional representative, will add management of these two stations to his duties. Walter C. Anderson, manager of CBO, Ottawa, will be night manager of the stations, and Charles Wright, senior CBC producer at Winnipeg, will be manager of CBO.

Comedians Plan Tour

WITH PLANS for an entertainment itinerary which will carry them to several war fronts where American troops are fighting or in training for action, Bud Abbott and Lou Costello, comedians featured on the weekly NBC show, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), expect to leave Hollywood following completion of their current motion picture assignment.

BEHIND the MIKE

CAPT. BRICE DISQUE Jr., former assistant manager, NBC script division, is now assigned to active duty as staff officer with the 52nd Troop Carrier Wing at Pope Field, Fort Bragg, N. C. A new branch of the Army Air Forces, the troop carrier command transports parachutists and airborne troops to battle areas by means of planes and gliders.

IAN ROSS MacFARLANE, of the Merchant Marine, inaugurates a series of five-weekly commentaries on MBS Nov. 9.

MARY ZOSTANT, secretary to Edward Evans, head of research of the BLUE, is engaged to Joseph Saicer, of Albany, now in the U. S. Navy.

HERB DUBROW, announcer of WBAB, Atlantic City, leaves next week to join the Army.

RUBEN GAINES, announcer of KHJ, Hollywood, was severely injured when struck by an automobile Oct. 31. He will be confined to his bed four months or more, it was said.

CATHERINE DALCH, former writer and announcer of WDWS, Champaign, Ill., has joined the continuity staff of WHBF, Rock Island.

RAY ANDERSON, assistant in the news department of CBS Hollywood, reports Nov. 10 for Army induction.

MILLICENT POLLEY, formerly of the continuity staff of WHBF, Rock Island, Ill., has been transferred to the sales department.

LEE LAWLEY has joined the announcing staff of KLO, Ogden, Utah.

CHARLES SCHON, formerly of WORC, Worcester, Mass., has joined the announcing staff of WTRY, Troy, N. Y.

BILL GORDON, script writer of Don Lee Broadcasting System, Hollywood, is the father of a boy born Oct. 31.

BEN WILLS, formerly announcer of WGPC, Albany, Ga., has joined the staff of WRBL, Columbus, Ga.

JACK MOHLER has resigned from the promotion department of WOR, New York, to enter military service.

DOUGLAS HUTTON special events director of KMTR, Hollywood, has joined the Army.

MRS. ANN RUDOLPH, new to radio, has joined the sales staff of WPDQ, Jacksonville, replacing Kay Wear, who resigned to accept an announcing position in the Midwest.

LESTER VAIL, NBC production director, returns to his network duties Nov. 16, after a two-month leave of absence to direct the Theatre Guild play, "Mr. Sycamore", scheduled to open in New York Nov. 13.

CHARLES DAVID, formerly announcer of WLIB, Brooklyn, and previously with WPAT, Paterson, N. J., has joined WOV, New York, in a similar capacity.

CHARLES SEBASTIAN, formerly of KSCJ, Sioux City, Ia. and WDAN, Danville, Ill., has joined the announcing staff of WHBF, Rock Island, Ill.

ELBERT J. HALING, merchandising director of WBAP-KGKO, Ft. Worth, is now in the Army Air Forces at Tarrant Field, Tex. Harry Flowers, his former assistant, is stationed at the same place.

ROGER BAKER, director of public relations for WLW, WSAI and WLWO, Cincinnati, addressed students of Henry W. Grady School of Journalism, U of Georgia, on Nov. 4. He also spoke before the Athens Rotary Club, and during the afternoon conferred with members of the class in radio at the Grady School.

DAVE VAILE, formerly production manager of KQW, San Francisco, has joined CBS Hollywood, as announcer. He replaces Bob LeMond, who joined the Army Air Forces. Harry Mitchell, formerly Honolulu announcer, has also joined the CBS staff.

VINCENT ELLIOT, formerly continuity editor of KFXM, San Bernardino, Cal., has joined KFI-KECA, Los Angeles, as announcer. George Dvorak, KFI-KECA announcer, has joined the Army Air Forces and is assigned to bombardier training.

VERN BUCK, former Chicago orchestra leader, has joined NBC Hollywood.

BOB TYROL, announcer of WTIC, Hartford, who has been m.c. of the show *Coast Guard on Parade*, enlisted in the Coast Guard on Nov. 2 and has been assigned to the New London Coast Guard Academy.

Officer Enlists

ANNOUNCERS often leave radio to become officers. But the trend was reversed at WREN, Lawrence, Kan., recently, where an officer entered the broadcasting industry to become an announcer. His name—James Officer.

CHARLES F. PENDLETON, formerly announcer and in charge of merchandising promotion of KIEM, Eureka, Cal., has joined the announcing staff of KSFO, San Francisco.

HERB KENNEDY, formerly announcer and newscaster of KLX, Oakland, has joined the announcing staff of KSFO, San Francisco.

JOHN BAUMGARTNER, continuity writer of WFDF, Flint, Mich., has been accepted by the Army for officers' training in the communications branch.

CHARLES L. ANDREWS has joined the staff of WLAC, Nashville, as promotion manager.

ARNOLD STINSON, announcer of CKLW, Windsor-Detroit, has returned to duty after recovering from an operation for appendicitis.

NELLE MARIE PETERSON, formerly of KHBG, Okmulgee, Okla., has joined the continuity staff of KVOO, Tulsa, and Ben Henneke is a new part-time announcer. Paul Miner, KVOO sports announcer has joined the Navy as yeoman 3d class.

LARRY CHATTERTON, former supervisor of announcers for CBS Hollywood, is now announcing and producing for KIRO, Seattle.

JOHNNY GROVES, Portland radio and stage actor, has joined the announcing staff of KGW-KEX, that city, replacing Ed. Watson who recently resigned to enter the Merchant Marine.

FRANK SWEENEY, announcer of WGN, Chicago has resigned to join the Navy Aviation Corps.

JOHN DUNHAM, announcer of W67C, Chicago, has joined the Army Air Forces and has been succeeded by Tom Builta. Ira Hirsch, freelance announcer, has joined W67C.

BOB GARDNER, announcer of KYSM, Mankato, Minn., has enlisted in the Army Air Forces.

COVERING A MARKET

THAT'S WAITING TO BUY

THERE'S so much cash money pouring into the Nashville market right now that people are literally waiting in line to buy the things they want. If there ever was a seller's market, this is it.

You can cover this market adequately and successfully through one tested medium—WSIX.

Ample power (5,000 watts day and night) . . . PLUS a good spot on the dial (980 kc) . . . PLUS proven listener preference, make an established audience ready to hear what you have to say.

SPOT SALES, INC.

NATIONAL REPRESENTATIVES

Blue STATION

5000 WATTS

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Dominant NBC Basic Station In This Area

WDEL

1150 KC • WILMINGTON • DELAWARE

DOING A STANDOUT SELLING JOB FOR ADVERTISERS

Recently stepped up to 5,000 watts day and night, it assures advertisers wider and more concentrated coverage than ever, in a market—(Delaware, southern New Jersey, parts of Maryland and Virginia)—booming with war production. Advertise your product in this buying market. WDEL can do a standout selling job for you at surprisingly low cost. Write direct or to:

•

Sales Representative:
PAUL H. RAYMER CO.
New York · Chicago
San Francisco

STANLEY BABINGTON, former radio director of the Ralph Hubbell Agency, Cleveland, has joined WGRC, Louisville, as news editor and newscaster. Mrs. Gertrude Hardeman, formerly of Zimmer Agency, Louisville, has joined the WGRC continuity staff.

JACK TIERNEY has joined the staff of WMFF, Plattsburg, N. Y. as program director, succeeding Earl Sharland who has enlisted in the Army Signal Corps. Norman Gero, of Plattsburg, is a new addition to the WMFF announcing staff.

NED LEFEVRE, announcer-actor of NBC Chicago, has resigned to enlist in the Coast Guard.

LOU HUSTON, production manager of KMPC, Beverly Hills, Cal., joined the Army in early November. Jack Stafford, sports editor, has joined the Army Air Force and is awaiting call.

MRS. SHIRLEY HORTON, until recently publicity director of Don Lee Broadcasting System, Hollywood, is the mother of a boy, born Oct. 30.

DOUGLAS COULTER, program director of CBS New York, has returned to his desk after Hollywood conferences.

RICHARD BIDDLE, formerly of WRAW, Reading, Pa., has joined the announcing staff of W49PH, FM adjunct of WIP, Philadelphia.

ALEX BIDDLE, formerly assistant in the news department of KYW, Philadelphia, has been placed in charge of the station's transcription library.

STUART WAYNE, formerly of WTHT, Hartford, has joined the announcing staff of KYW, Philadelphia.

HAROLD DAVIS, program director of WDAS, Philadelphia, whose association with the station dates back to the early days of radio, leaves to join the Army Nov. 19.

JACK RIASKA, recently with KVOS, Bellingham, Wash., has returned to KLO, Ogden, Utah, as production manager of the station's Salt Lake City studios.

FRANK F. FIRNSCHILD formerly program director of WSOO, Sault Ste. Marie, Mich., has joined the staff of WFDF, Flint, Mich., as an announcer-writer.

JERRY DEANE of the announcing staff of WEBC, Duluth, has been promoted to program director. He succeeds Don McCall, who resigned to enter the Army Air Forces as a radio specialist. Herbert Sonnenburg is the new promotion manager at WEBC. For the last 16 years he had been on the staff of Stewart & Taylor, advertising agency.

ART BAKER, Hollywood announcer and m.c., has been assigned in the former capacity to the thrice-weekly quarter-hour CBS serial, *Today at the Duncans*, sponsored by California Fruit Growers Exchange (Sunkist).

LEON (Bill) DORAIS, of the production staff of KNX, Hollywood, has been transferred to the publicity department of CBS, that city.

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has received an award of merit for editorial excellence from the Southwestern Assn. of Industrial Editors.

KNOX MANNING, formerly newscaster of CBS, Hollywood, and now captain in the Army Air Forces, has been assigned to the First Motion Picture Unit of the Army Morale Division, and is stationed in that city.

ERNIE COURTNEY has been promoted to program director of CFCH, North Bay, Ont.

HARRISON FLINT has been appointed program director of CKGB, Timmins, Ont. Cliff Wingrove has joined the sales staff.

TOD WILLIAMS, formerly of WTCN, Minneapolis, has been named program director of WSPD, Toledo. In addition to supervising studio programming, he will direct merchandising and handle advertising. Glenn Jackson, formerly chief announcer of WSPD, has been named production manager, and Bill Howard has been added to the staff as continuity writer and announcer.

TOM WYATT, public relations director of WCKY, Cincinnati, has enlisted in the Marine Corps and is in recruit training at San Diego, Cal. Jerry Belcher, public events director of the station, is chairman of a committee collecting relic cannon and field pieces for scrap and salvage.

CHARLES F. PENDLETON, formerly announcer and promotion manager of KIEM, Eureka, Cal. has joined KSFO, San Francisco.

MARION BASEL, formerly on the announcing staffs of WEVD, New York, and KPLC, Lake Charles, La., is currently a commentator at Radio City Music Hall, New York.

AUDREY CALDER, known on the air as Yvonne Dale, has been appointed war program manager of KHUB, Watsonville, Cal., in addition to her duties as assistant to William Murphy, program manager, now awaiting call to active duty in the Navy.

RUSSELL J. CAMPBELL, salesman of WHBF, Rock Island, Ill., has joined the Army.

ROBERT FASSON, news commentator of KPO, San Francisco, recently became a grandfather when a boy was born to his daughter in Winchester, England.

NORMAN BROWN has joined the sales staff of CHEX, Peterborough, Ont.

ALLAN RICE, of the talent staff of WLS, Chicago, has joined the Army.

CYRIL KING and Fred Darling have joined the announcing staff of CKGB, Timmins, Ont., the former coming from CJKL, Kirkland Lake, Ont. Warren Robinson, new to radio, has joined the announcing staff of CFCH, North Bay Ont.

WALTER WINDSOR, chief announcer of KLO, Ogden, Utah, has left for New York to be inducted into the Army.

DOUGLAS FLEMING, formerly with NBC Chicago, has joined the news staff of WCPO, Cincinnati. He became the father of a baby girl on Oct. 27.

RAY WALTON, announcer of WEST, Easton, Pa., is the father of a baby boy.

Meet the LADIES

JANE BUTLER

JANE BUTLER has been recommending personal items and household needs for the women in the Greater Miami area for the last 5½ years on her *Jane Recommends*.

Mrs. Butler for a number of years was a professional accompanist, having worked with Margaret Speaks, Richard Maxwell, Fred Hufsmith and others. Before that, in Chautauqua, concert and vaudeville, she traveled the country.

Her musical background is not forgotten today, for her one outside activity is playing the organ in church. Otherwise her private life as the wife of Don Butler, continuity head of WIOD, is concerned with her home and small daughter.

Mrs. Butler is a graduate of Denison U in Ohio. She taught English in high school at Constantine, Mich., and public speaking at Tarkio College in Missouri. Her only previous radio affiliation was at WHKC, Columbus, where she conducted a woman's program, was studio accompanist, and took part in a domestic sketch with her husband.

ROBERT M. HENDRICKS, manager, ticket distribution section of NBC's guest relations in New York, has been appointed head of NBC guest relations in Hollywood, his home town, replacing Bill Andrews, who has entered the army.

NOW—
For COMPLETE Coverage in ALABAMA
it's
The ALABAMA TRIO

Alabama's vast spending power extends the length of the state and payrolls are at record figures. There's a better rate—*and better coverage*—on the ALABAMA TRIO. Save a full *10%* when you use all three!

WSGN BIRMINGHAM | WSFA MONTGOMERY | WALA MOBILE

REPRESENTED BY HEADLEY-REED CO.

Special Technique Needed in Appeals To Latin America

United Fruit Co. Tells How Radio Can Be Effective

CRITERION for sponsors contemplating entry into the field of radio advertising in Central and South America has been formulated by United Fruit Co., probably the oldest and largest of American firms doing business South of the Rio Grande. United Fruit has long fostered a good neighbor policy between the United States and the Latin republics.

"Radio used with intelligence", suggests the company, "is our most important method of communicating goodwill. Used carelessly, it can turn upon its handler.

Regions Differ

"Broadcasters in Central America have unearthed regional peculiarities which must be taken into account, and they have learned that broadcasting to Central America cannot simply follow an overall technique. Although the common language, for instance, of Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama is Spanish, in each of these countries accents and idioms differ."

For this reason, among others, United Fruit suggests the use of local announcers and facilities wherever possible, even where a shortwave broadcast is picked up and rebroadcast. Economically, the North American agency or advertiser will accomplish a good purpose by practical demonstration of desire to invest or assist in the economy of Central America, it is stated.

The trend in Central and South America is emphatically toward short commercials. The highest form of goodwill advertising, where no specific product is endorsed, is simply to name the sponsor at beginning and end of the program, and include a courteous reference to the people and Government of the country where it takes place; the most acceptable plug for a specific product follows this line, according to United Fruit:

"Our (product) will be found on sale at the main office and branches of the well-known concern of (firm), one of (name of country's) outstanding establishments."

Use Local Talent

The company further advises that local agents in each country should be consulted in preparing texts, rather than attempt a standard text. In this way broadcasts may be given a local touch, and the "foreign flavor" will be dispelled. "The Central American listener should be made to feel that the advertiser or agency, although North American, is attempting to become a part of the economy and language of the country," says UF.

"In considering the kind of program . . . good music is always acceptable . . . and classical music will be appreciated, no matter what its national origin."

One criticism offered concerning North American sponsors is their practice, in their zeal to show good neighborliness, of filling Latin-American ears with our night club versions of their own native tangos, rhumbas and sambas. One per program is acceptable, says UF, but the Central American listener does not have to tune in a North American program to hear his native music.

Don't Be Patronizing

"Above all," concludes the UF suggestion, "the North American advertiser or agency should remember that the people of Central and South America are intelligent, sympathetic, friendly and fair. They, like anyone else, are impressed by sincerity, and they are unimpressed by artificial compliments whitewashed over a program which has shown no real thought for their interest.

"Intelligence, rather than patronage, is the keynote of effective Central American broadcasts."

UP Appoints Emich

HOWARD EMICH, formerly in the Chicago bureau of United Press and previously with WMAM, Marinette, Wis., and WHBF, Rock Island, Ill., has been appointed radio editor of the UP Indianapolis bureau. UP announced that KMBC, Kansas City, and WJBC, Bloomington, Ill., had contracted for the full radio news and feature service of UP, while contract renewals have been signed with KIT, Yakima, Wash.; KMO, Tacoma; KFXD, Nampa, Ida. To increase its volume of sectional news from the Puget Sound area, UP has created a new radio news bureau in Tacoma.

AVERAGE LISTENER

Audience Analyzed on Basis Of WBBM Program

A COMPOSITE portrait of an average listener has been drawn by Paul Gibson, director of *Housewives' Protective League* of WBBM, Chicago from a survey made of 6,000 radio listeners of Mr. Gibson's participating programs, *Sunrise Salute* and *Housewives' Protective League.*

According to the survey the average listening family consists of mother, father and child. The typical housewife does her own laundry and is adept at canning, and strangely enough according to Gibson, 94% of the women do their own baking. Two out of three fathers drive cars. More than 50% of the wage earners represented work in offices, clerical positions or war production plants. Only one out of five is a laborer.

A WELCOME GUEST IN GEORGIA HOMES

Because...
WAGA is Programmed For Their Interests.
Ask John Blair

A FORT INDUSTRY STATION

WAGA
590 KC. WITH 5,000 WATTS
ATLANTA, GEORGIA
"The Blue Ribbon Station of the South"

OWI Italian Discs

WOV, New York, has been selected by the OWI as key Italian-language station for the production of transcribed Americanization programs, which are distributed through the OWI to other Italian-language outlets throughout the country. At present 61 of the 69 stations broadcasting in Italian are using *Uncle Sam Speaks*, and 50 are using *You Can't Do Business With Hitler*, another WOV transcription. *Victory for America —Freedom for Italy* has been requested by 30 stations to-date. Mario Hutton, WOV program director, supervises the project.

WLIB, Brooklyn, has appointed The Walker Co., as national sales representative in all but the eastern area.

HEAVY INDUSTRY'S GOODWILL

Sponsors Football Broadcasts, But Has No Product to Offer on Commercial Market for Duration

TYPICAL of the broad public spirit that develops as the country's all-out war effort grows is the sponsorship by one of Cincinnati's leading industries, Aluminum Industries Inc., of the U of Cincinnati's play-by-play football broadcasts on WKRC, with Dick Nesbitt, former All-American and Chicago Bears star at the microphone.

Why should a manufacturer of aluminum and magnesium castings, aluminum paints, and automotive and aircraft parts, who is selling nothing direct to the consuming public at the present time sponsor a series of football game broadcasts?

In answering, Harry J. Hater, vice-president and general manager of Aluminum Industries, said:

"We feel that every manufacturing company, aside from doing its part in war equipment production, has a public service to perform that is as definite as that of any citizen.

"It has the duty of maintaining and stimulating workers' morale by intensifying their natural pride in their achievements; it should contribute to unity of thought and effort by helping keep the community acquainted with the record its industrial workers are making in supporting our armed forces; it should use every logical means to promote the sale of War Bonds, to maintain public support of the scrap metal campaign and of the Red Cross.

Maintain Goodwill

"As a duty to its employes, the community and its stockholders, the company also has the responsibility (without interference with its war effort) of maintaining goodwill for its brand name, so that it may have a market for its products and employment for its workers after victory is won."

As the weekly broadcasts begin 15 minutes before each game, and there are the usual "time outs" during play, in addition to the between-halves period, there are many opportunities for Syd Cornell, m.c., to interpose the type of public service messages outlined by Mr. Hater, without interfering with the listeners' enjoyment of the play-by-play broadcast.

Various means are used to give these messages variety and interest.

An Aluminum Industries worker's family, including members of three generations, has been interviewed. Members of the personnel department and of the employes credit union have given brief messages of interest about the purposes of their departments. A woman member of the WKRC staff is scheduled to interview some of the women workers, to get a war production story from the woman's viewpoint.

The mayor is scheduled to appear on one program to tell something of Cincinnati's part in the war effort. Leaders of War Bond, Red Cross and Salvage Drives are given the opportunity to put over their messages.

All interviews with workers are broadcast by transcription to permit any necessary censoring.

640 Kc. Applicants

TWO AMENDED 50,000-watt applications involving 640 kc. were filed with the FCC last week—one by WCLE, Cleveland, and the other by WBIG, Greensboro, N. C. WCLE, previously seeking 50,000 watts fulltime on 610 kc. in lieu of its present part-time 500-watt operation on that frequency, changed its application to ask for 640 kc. WBIG, seeking a shift from 5,000 watts on 1470 kc. to 50,000 on 640 kc., amended its request to ask for changes in its licensed directional antenna for night use and omitted its proposal to move its transmitter site, build a new transmitter and increase the power.

On Award Committee

RADIO MEMBERS of the medal award committee, which selected Wendell L. Willkie as the recipient of the 1942 American Hebrew Medal for the promotion of better understanding between Christians and Jews, include A. J. McCosker, chairman of the board of MBS; Donald Flamm, part-owner of WPAT, Paterson, N. J.; David Sarnoff, president of RCA; Raymond Gram Swing and Lowell Thomas, BLUE commentators, and Eddie Cantor, radio star. The committee is made up of a group of 65 prominent Americans of all faiths.

RENSSELAER Polytechnic Institute, Troy, N. Y., soon will have its own campus "gaspipe" radio station, thanks to the efforts of three enterprising freshmen. One of them is Harvie Schwartz Jr., staff transmitter engineer of WTRY, Troy. Call letters will be WRPI.

"BANGIN' AWAY AT THE $600,000,000 BUYIN' POWER OF THE RED RIVER VALLEY? LOAD UP WITH SOME SPOTS ON WDAY— THE VALLEY'S FAVORITE STATION!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

WDOD
CHATTANOOGA, TENNESSEE
5,000 WATTS NIGHT and DAY
CBS
REPRESENTATIVES: PAUL H. RAYMER CO.

Studio Notes

BUILT AROUND Columbia's *School of the Air of the Americas* and preceded by a concentrated introductory campaign, the 1942-43 educational activities of KIRO, Seattle, are off to a good start. Hazel Kenyon is education director. Promotion began with broadcast of three special programs, arranged by the network, to reintroduce to parents and other adults the *American School* series. Because KIRO could not take the broadcasts when offered, they were transcribed. Discussion groups from various high schools have been scheduled for appearances during the Friday broadcasts. KIRO is also transcribing the series for KFAR, Fairbanks, Alaska.

EDWARD TOMLINSON, BLUE commentator and authority on inter-American affairs, who returned recently from a 17,000-mile tour of hemispheric defenses, last week began a two-week lecture tour in the Midwest. His Saturday and Sunday broadcasts on BLUE will be heard at irregular intervals during the tour, and upon resuming the commentaries on a regular basis Nov. 21, he will be heard at 8:15 p.m. instead of at 6:45 p.m.

NEWSCASTER John Thomas, of WIRE, Indianapolis, recently gave a regularly scheduled newscast by remote control from the stage of convention hall of Franklin College, Franklin, Ind., before several hundred delegates to the Indiana High School Press Assn. convention. Later in the same day Mr. Thomas addressed another convention audience, and answered questions of the young journalists.

TOM SLATER, m.c. and announcer, conducts a sports series on MBS, titled *Fight Night*. Inside gossip of the boxing world is combined with interviews with prominent ringside personalities on the program.

BOB ORTH, of the NBC page and guide staff, had just assumed direction of a weekly paper written for the staff, when he was transferred to the NBC news and special events division.

REPLACEMENT for the *Prescott Presents* program, heard four times weekly on the BLUE, will be titled *The Three R's*, featuring Glenn Riggs, Joe Rines and Ray Knight. Allen Prescott, who formerly conducted the series, has joined the Navy as a lieutenant.

WWL, New Orleans, is publishing a new station bulletin titled *Inside*. The house organ editorializes on means of increasing efficiency in various departments, has many personals and general information about station activities.

THREE STATIONS to sign recently for the special AP radio wire of Press Assn., AP radio subsidiary, are: KFWB, Los Angeles; WATN, Watertown, N. Y.; KCRC, Enid, Okla.

NBC's guide and page staff has started a weekly mimeographed paper containing news of interest to the guest relations staff and titled *G. R. News*. Al O'Connor, a staff supervisor, is in charge of the bulletin.

AS PART of the local publicity for the Third Victory Loan, Canadian troops occupied CKWS, Kingston, Ont. They rushed the studios and broke in on an announcer in the middle of a newscast and assumed complete charge of the station.

IN LIEU OF SALES CONVENTION this year, Libby, McNeill & Libby, Chicago (canned food products), sponsored a special half-hour broadcast on 137 BLUE stations recently. Discussing the program, titled *Napoleon Was Right*, which combined a dramatization of current food problems and the forthcoming advertising campaign of Libby, are (l to r): E. R. Borroff, vice-president and general manager of the BLUE Central Division; Daniel W. Creeden, president, Libby, McNeill & Libby; Henry T. Stanton, vice-president and Western manager of J. Walter Thompson Co.; John Battle, author and producer of the broadcast.

KFPY 20th Birthday

20TH ANNIVERSARY of KFPY, Spokane, was celebrated Oct. 17 with KIRO, Seattle, broadcasting a half-hour salute. Highlights of the past were recalled during the program, which was aired simultaneously on KIRO and KFPY. Features included a greeting to Arthur L. Bright, vice-president of Symons Broadcasting Co., from H. J. Quilliam, KIRO general manager, and reminiscences by KIRO Announcers John Mallow and Frank Cooley, both formerly with the Spokane station.

NBC Honors Marines

IN HONOR of the 167 anniversary of the founding of the Marine Corps, celebrated Nov. 10, NBC broadcast a special program last Sunday titled "Hail to the Marines". No marine was heard on the show, which presented pickups from various parts of the world with those who have been helped by the Marines or worked with them telling the gallant story of the Corps' present and past deeds.

Everyone's talking about this answer to "Plug Shrinkers"

Have you read it in PRINTERS' INK*?*

When Reader's Digest formed the "Plug Shrinkers" crusade against radio commercials, it stepped on the toes of admanager Wolstencroft, Esterbrook Pen Co.

In his rage he wrote some simple truths that make the "Plug Shrinker" charter look silly. These PRINTERS' INK printed under the caption "In Re Plug Shrinkers."

Like many ideas that appear in PRINTERS' INK, this one became a conversation topic in advertising circles. LEWIS ALLEN WEISS, Vice-President, DON LEE NETWORK commented: *"This article is as human and intelligent as radio broadcasting itself. It shears away all the fantasy and sophomoric thinking that has characterized the discussion in the Reader's Digest."*

Valuable for Radio Salesmen

"Our salesmen can use reprints of 'In Re Plug Shrinkers' in their daily contacts," said George Moskovics, Sales Promotion Manager, CBS, PACIFIC NETWORK.

FREE REPRINTS
For Your Salesmen

Post your men on "In Re Plug Shrinkers." Radio executives say it is the sincerest answer to the Reader's Digest crusade against radio commercials. Get free reprints from the ADVERTISING DEPARTMENT, PRINTERS' INK, 185 MADISON AVENUE, NEW YORK, N. Y. (*There is a small charge for large quantity orders.*) Write now!

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.

Purely PROGRAMS

TO SHOW how thousands have geared their talents to the war effort, and to offer specific information on how others may follow suit, the BLUE has inaugurated a weekly series, *What's Your War Job*, in cooperation with the OWI, assisted by the U. S. Employment Service and the War Manpower Commission. With Milo Boulton as m.c., and interspersed with light orchestra music, the program will present real-life dramatizations showing how many have adapted themselves to new wartime jobs. Questions from listeners regarding available war work are answered.

* * *

Children's Feature

NEW CHILDREN'S program, the *Jordan Marsh Good Sports Club*, a five-weekly 5-5:30 p.m. on WCOP, Boston, sponsored by Jordan Marsh department store, was started Nov. 2. Designed primarily to interest elementary and high school children, the broadcast will be conducted by Margaret Ford, editor of the *Sunday Herald's* "Good Sport Page", script preparation will be handled by John C. Dowd Adv. Agency. Featured will be educational items, pets, hobbies, handicraft, nature lore, humor, vocational guidance, heroes, fun trips, entertainment, music, stories, and inspirational talks on the war effort.

News After Midnight

TO GIVE graveyard and swing shift defense industry workers a complete news service similar to that offered during its daytime schedule, KHJ, Hollywood, on Nov. 2 started a five-weekly half-hour *Victory Newsreel*, Tuesday through Saturday, 1:30-2 a.m. (PWT). Patterned after five daytime presentations of the Don Lee *Newsreel Theatre*, the early morning news summary is first of its type to be featured on West Coast broadcasts designed especially for war workers, according to Van C. Newkirk, program director of Don Lee network.

* * *

Play on Words

A NEW feature initiated by WDRC, Hartford, on its early morning *Shopper's Special* is called *Entrance to Etymological Edification*, and clarifies the meaning of little-used words. The program, which is not more than a minute daily, is conducted by "Professor" Harvey Olson, chief announcer. The idea is to teach the audience one new word daily, and listeners are asked to send in word suggestions.

Military Pattern

RE-DESIGNED especially to entertain men in the armed forces, format of the weekly CBS *Hollywood Showcase* now includes a jury of a dozen service men who act as judges of the competitive talent. Twelve jurymen, from a different camp each week, select the outstanding act and award a gift from the camp. In addition, votes of servicemen throughout the West are polled to determine the three best acts. Winning three are held over for a paid engagement the following week.

* * *

Radio School

RADIO technique and methods are featured in Marquette U's annual *Radio Workshop* program on WTMJ, Milwaukee, which began Oct. 31 this year. Built around a "This Is America" theme, program held a tryout in which 41 of 65 auditioned high school students were chosen to make up the production staff of the *Workshop*. Actors are classed as regulars and apprentices. Apprenticeship ends when a student has participated in five radio productions.

* * *

The Sage Way

WEEKLY educational program, *How Do You Pronounce It?*, conducted by George Smith, chairman of the speech department from the Russell Sage College campus, on WTRY, Troy, scrutinizes and corrects commonly mispronounced words sent in by listeners and grammar and high school students. Sixteen area schools are regular listeners.

* * *

Take Your Pick

CARSON FURNITURE Co., St. Louis, sponsors of *The Gift Chest*, half-hour nightly program on WIL, that city, invite listeners to write in telling what gift they would like to receive from the firm and why. They are asked to include the birth date and wedding anniversary, if married. Winners receive their gift from *The Gift Chest*.

Pasadena Star-News

"Boy! This Next Question's Toughy!"

* * *

Voices of Women

WOMEN'S VOICES only, with orchestral accompaniment, are heard on the half-hour *Close Your Eyes* program aired Thursday nights on KIRO, Seattle. Emphasis is on soft, dreamy songs, smooth-flowing orchestrations and narration, including poetry and prose in the same vein. Margaret Barry is narrator and Martha Wright the soloist, with music by the Aaron Stern orchestra. Program is sponsored by Binyon Optical Co.

* * *

Anything Goes

SHOWCASE for program ideas is a new series of five-weekly shows on WWL, New Orleans, 10:30 p.m. Titled *Surprise!*, the broadcasts are entirely different each night. No advance hints as to content are given the public and the program may consist of patriotic narration, hot music, poetry with organ accompaniment, a story, or an operetta.

* * *

Music for Workers

W45V, FM adjunct of WGBF, Evansville, is directing a special daily two-hour musical program to war plants in Evansville area. Program, broadcast during the lunch hour, is interspersed with short newscasts and will eventually include factory talent and news items about working people themselves. The station is cooperating with individual factories in attaching FM receivers to the factory p.a. system to broadcast the program within the plant. The music is expected to be a factor in boosting morale and speeding up production.

Worcester's in this thing too . . . Adolf!

By the time you check a hundred different war time products pouring out of its 500 industries you will recognize the New England area as a huge Victory Arsenal — making parts and equipment for every division of our war machine.

Buying power is a match for this boom activity of industry, too. Industrial payroll runs 32% ahead of last year.

But, you lose radio coverage the minute you leave out WTAG, the only station with twice the regular audience of all other stations heard in the area.

When You Buy Time— Buy An Audience

WTAG WORCESTER

NBC BASIC RED NETWORK

EDWARD PETRY & COMPANY NATIONAL REPRESENTATIVE

Owned and operated by The Worcester Telegram-Gazette

WINX 1340 KC
ST in Washington
IN NUMBER OF LOCAL SPONSORS
More than any other Washington Station.
Representatives E. FORMAN CO.
New York Chicago
or WINX, Washington, D. C.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

War Sales Lessons

(*Continued from page 20*)

by presentation of the clearer picture of the radio audience which qualitative surveys give. These tell the advertiser not only how many listeners a program has, but what kind of listeners they are. For example, a prospective sponsor can be told that in every ten homes of "Uncle Don's" audience there are the following listeners: 14 children, 8 women and 4 men. Such breakdowns of audience by sex and income bracket have helped advertisers to fit programs to their needs more exactly than they could previously.

Two Programs a Day

The two-program-a-day sponsor has been developed to a greater degree this year. As war production schedules gave our population three shifts, advertisers were shown the wisdom of talking to each shift. The National Shoe Stores, which formerly used evening time only, this year are sponsoring both morning and evening programs five days weekly. Gotham Hosiery Co. Inc. and the makers of Dolly Madison Ice Cream are using both morning and afternoon programs, Gotham three days a week and Dolly Madison five days a week.

Advertisers who want to start radio campaigns but are not certain that war conditions will permit the completion of their series are being helped over this hurdle as stations give them contracts containing war cancellation clauses.

So, as cancellations and sudden changes have occurred, we have been able to offset them to a good degree by use of larger circulation, more knowledge of the quality of the circulation, higher purchasing power, low-cost programs and war clauses.

New Users of Radio

We have left the beaten path this year to find new business—and it has paid. Early this year our station launched a drive to get orders from those accounts which had not yet been cultivated intensively. During a three-week period, we called on 87 such accounts and made 15 sales, an average of five a week. The newest man of the staff had most such accounts and he made most sales.

Our *Pegeen Prefers* is a war-born program which illustrates what can be done to win new listeners and new sponsors. Recognizing that women want to know how to live better on less during wartime, we asked Pegeen Fitzgerald, fashion designer and former advertising manager, to broadcast a program giving such information. This was started as a 15-minute show, presented three days weekly last spring. Today it is a 25-minute feature, six days a week.

We purposely offered this show, with its up-to-the-minute copy slant, to advertisers who had always said "No" to radio. Today seven of Pegeen's nine sponsors never used radio before, and all have extended their original experimental length contracts into 52-week commitments. Furthermore, one of these advertisers who never had used radio, the Gotham Hosiery Co., has bought a second show by Pegeen Fitzgerald, called *Strictly Personal*. This new convert to radio broadcasts his second show three days a week not only over WOR but also over the Mutual Network.

New Business Front

To point up our efforts to obtain new business, everyone at our station from President McCosker and General Manager Streibert to the youngest messenger recently participated in a "New Business Front". During this difficult wartime period all at the station agreed to work toward this goal—to beat all previous records in the following six fields:

Number of new business sales during a corresponding period (eight weeks).

Number of sales to accounts which never used WOR before.

Largest individual sale.

Sale of station-built shows.

Number of calls on prospects.

Quickest sale in a single week.

Cash prizes ranging from $20 to $100 were offered to the account executives leading in each of these fields. Also cash prizes from $10 to $50 were offered to members of the station not in sales and sales promotion departments who should give the most help to the sales staff during the New Business Front.

The results included new all-time records in the number of new business sales (92 in eight weeks) and in sales to accounts never using WOR previously (20 in eight weeks). Not only during these recent eight weeks, when the number of new converts to WOR averaged two-and-a-half per week, but throughout 1942 we have averaged two such sales a week. Other stations also can give encouraging reports on selling radio to advertisers who never used the medium in peacetime.

Such reports indicate that our first year of wartime selling has taught us some things that will be valuable long after the last shot is fired.

Tootsie Rolls Plans

SWEETS Co. of America, Hoboken, N. J., has named Duane Jones Co., New York, as agency for Tootsie Rolls. Radio will probably be used, and advertising will get under way under the newly appointed agency in January. Firm launched a spot campaign on approximately 12 stations in March for a 26-week period.

WOAI has only ONE thing to sell to advertisers - and that commodity is Audience!

These listeners in the Central and South Texas market - embracing metropolitan centers, thriving towns and prosperous farms and ranches - are reached by WOAI's powerful clear channel voice and sold by the station's matchless programming.

Yes, WOAI delivers the bulk of the listeners in half of the great Lone Star State - in a single 50,000-watt package!

50,000-WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI
San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo only

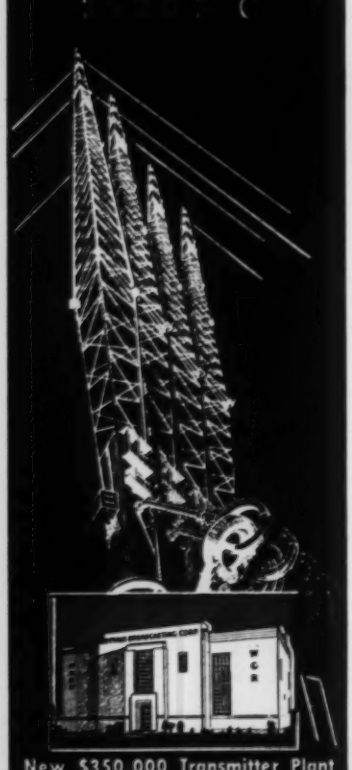
50,000

WATT STATION

Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

Merchandising & Promotion

Abie's Irish Rose Reunion—Drug, Grocery Brochures—Plane Sigs—Hook and Ear

NAMESAKES of Rosemary Murphy, Patrick Murphy, Solomon Levy and Abe Levy, all characters in NBC's *Abie's Irish Rose*, are being invited to the network's studios Nov. 21 for a broadcast of the Procter & Gamble series. In addition to sending out invitations to all those bearing the name and living in Greater New York, Ann Nichols, author of the program, will insert classified ads in New York newspapers, in an effort to reach those not listed in the city's telephone directories. There will be no one in the studios that night whose name does not conform with that of the show's characters. Agency for P & G for Drene Shampoo is H. W. Kastor & Sons Adv. Co., Chicago.

* * *

Sponsor Bulletins

LAUNCHING a new service to advertisers, KQW, San Francisco, has issued the first of its quarterly bulletins to the drug, tobacco and grocery fields. The bulletins, printed on maroon-bordered yellow sheets, list all products advertised over KQW, together with the name of the advertiser and complete broadcast identification. One thousand bulletins have been mailed to leading wholesalers, jobbers, distributors and retailers in the drug, tobacco and grocery fields in the KQW area.

Signed for Service

TO ACCELERATE sale of War Bonds and Stamps, purchasers of $1 or more of the latter at CBS Hollywood, are permitted to autograph surface of a P-38 Lockheed Interceptor. Under constant military guard, the plane now on exhibit at the network's forecourt is partitioned off so Stamp and Bond buyers may direct their signatures to Hitler, Hirohito or Mussolini. Last-named's section is the tail end of the Interceptor.

When signature space is filled, the plane will be turned over to Army officials for service with the Air Forces. Promotion stunt is an indirect tie-in with the weekly quarter-hour of dramatized vignettes on aviation, sponsored by Lockheed & Vega Aircraft Corps., which starts Nov. 9 on 57 CBS stations, Monday, 7:15-7:30 p.m. (EWT), with West Coast repeat, 8:15-8:30 p.m. (PWT).

* * *

MBS Brochure

LATEST promotion piece of MBS is an illustrated, colorful brochure of large dimensions, titled *The Bump on the Hook*. Its story runs something like this: Just as hooks and eyes in dress fashions of the '90s often failed to meet or stay joined, so early radio had loose connections and bare spots. Just as the hook and eye problem was solved by ingenuity of a new twist or bump on the wire hook, so technicians have obtained a vast audience for the network by four bumps, perfected in the Mutual "hook and ear" factory — finer facilities, good program-building, Mutual's "point-of-broadcast ballyhoo" and better rates.

* * *

Diamond Plugs

SMOOTH handling of commercials in Ed Wilson's twice daily "M.J.B." show, on KWK, St. Louis, boosts diamonds for Schneider's Credit Jewelers and Opticians, sponsors. The jewelry store's biggest feature is diamonds, so Ed interviews a romantic-looking couple in his audience, starts a conversation about engagements and rings and gets in his plugs.

HOW TO DRAW CROWDS and interest people! Dual publicity stunt for KLZ, Denver, and Shrine Circus finds Jack Sherlock, announcer, interviewing circus elephant trainer in front of the studios.

* * *

Sports Contest

FOOTBALL SCORES contest, conducted by Tony Wakeman, WINX, Washington, sports reporter, during his quarter-hour sports program for Valley Forge (Adam Scheidt Brewing Co., Norristown, Pa.), offers two $5 war stamps to those with perfect forecasts for 20 outstanding games each week, while the next ten highest get two tickets to the outstanding local college or professional game of the following week. Grand prize for the highest score at close of the season is two tickets and all-expense-paid trip to the National Professional Football League championship game.

* * *

Treasure Island

MAP of the guaranteed area of WOR, New York, "drawn in the mood of *Treasure Island*," accompanies a station promotion letter sent out recently by Joseph Creamer, promotion and research director. Keynote of the mailing piece is the idea that the station's listening area, with its 15 industrial cities, or "treasure spots", is virtually a "Treasure Island", boasting more than million radio homes, and a WOR audience increased by 10 to 15% over 1941. The two-tone map is drawn in old cartography style, with decorative embellishments.

* * *

Newspaper Spots

SPECIAL SUPPLEMENT of *The Philadelphia Record*, morning newspaper, for Wendell Willkie's speech, was promoted with more than 45 spot announcements on the eight Philadelphia stations. Campaign was part of the extensive radio promotion used by the paper under a space-for-time swap arrangement.

KFDM'S

SALES STORY

And so will the 220,900 people in the Gulf Coast Area (Jefferson and Orange Counties). Right now, a total of $4,215,000,000 a month in industrial payrolls is being spent. Check up on your sales par, then place your spot schedule on KFDM . . . the full coverage station.

BLUE NETWORK

KFDM

BEAUMONT

REPRESENTED BY HOWARD H. WILSON CO.

"We find these programs to be ideally suited to our particular needs." WSOC

• Programs prepared by the ASCAP Radio Program Service are salable and entertaining. Written by the best script writers in the business, they are available to any ASCAP-licensed station without cost. Write or wire at once.

ASCAP

Radio Program Service

30 Rockefeller Plaza • New York

We don't hit PUMPKIN CENTER

WATL ATLANTA MBS

Represented by SPOT SALES Inc.

Agencies

STANLEY L. MUSSELMAN, formerly vice-president of William A. Schautz Adv., New York, has been elected president of the agency in a reorganization of officers occasioned by the death of Mr. Schautz. Miss Jean Karr, previously copy director of the firm, and prior to that, office manager of George Bijur Co., New York, has been named radio director. New secretary and treasurer is Dale Woodward, formerly art director.

BARTON A. STEBBINS, head of the Los Angeles agency bearing his name, has joined the Army Special Services as captain, and will be stationed in Washington. Arthur W. Godelman, space buyer and production manager, and Lee Crosby and Nat Jeffras, account executives, will operate the agency.

ROBERT STINSON, formerly of the publicity department of N. W. Ayer & Son, Philadelphia, and more recently of the publicity department of the Curtis Publishing Co., Philadelphia, has joined the Marine Corps.

GEORGE F. DAVIS has joined Aitkin-Kynett Co., Philadelphia, as account executive.

IRVING SOLOMAN has left J. M. Korn Adv. Agency, Philadelphia, to join the Army.

MURIEL LONG, formerly in the traffic department of Sherman K. Ellis & Co., New York, has been named art director of Liquor Publications, New York.

CLIFFORD PANGBURN, formerly of J. Stirling Getchell Inc., and Lord & Thomas, New York, has joined the War Dept. Price Adjustment Board, Washington.

MISS MITCHELL TAYLOR, formerly of the copy department of McCann-Erickson, New York, has joined the copy staff of William H. Weintraub Co., New York.

HOWARD PERRY, sales manager of WGRC, New Albany, Ind., has joined M. R. Kopmeyer, Louisville agency, as account executive. Porter Smith, former assistant manager, has taken over sales direction of WGRC.

FRANCIS N. McGEHEE, former general sales manager of Outdoor Adv., and previously with the Scripps-Howard Newspapers, has joined Warwick & Legler, New York, in an executive capacity.

WALTER HOPKINS, formerly assistant advertising manager of Purity Bakeries, Chicago, and Jack Rheinstrom formerly of the advertising staff of Wilding Pictures Productions, Chicago, have joined the Chicago office of Campbell-Mithun as contact men. Ralph B. Campbell, president of the agency, with headquarters in Minneapolis, will divide his time between that city and the Chicago offices, which service the Purity Bakeries account.

JAMES McFADDEN, vice-president and radio director of McKee & Albright, New York, has returned to his desk after Hollywood conferences with Dick Mack, producer of the weekly NBC *Rudy Vallee Show*, sponsored by Sealtest Inc.

GARRY CARTER has joined Frontenac Broadcasting Co., Toronto, as vice-president, and will take charge of the newly formed production and transcription department which will cater to the needs of advertising agencies. He was formerly with Exclusive Radio Features Ltd., Toronto.

PETER POTTER, announcer-m.c. having enlisted in the Army Air Forces, George Irwin, account executive and producer of Smith & Bull Adv., Los Angeles agency, in addition to his regular duties on Oct. 31 took over the nightly recorded *Music Box*, and 2½-hour Sunday morning program *Off the Record*, both sponsored by Washington Motor Co., on KMPC, Beverly Hills, Cal. Mr. Irwin also has been appointed Southern California radio director of the Gas Rationing Division, Office of Price Administrator.

LYNN BAKER, president of the New York advertising agency bearing his name, has entered the armed services. The firm, located at 521 Fifth Ave., is expected to discontinue operations about January 1.

ARTHUR MOTT, space buyer for Lord & Thomas, San Francisco, recently enlisted in the Army Air Forces.

MABEL COBB, for several years active in television, is now head of the radio department of J. Walter Thompson Ltd., Toronto.

Brindley Named

DOREMUS & Co., national advertising agency, has announced the appointment of Ronald C. Brindley as manager of its San Francisco office. He has been associated with the firm on the Pacific Coast for 12 years. Henry W. Grady, vice-president of the company, in charge of that office for 14 years, has been transferred to Boston. He is in charge of the firm's commercial division in that city.

FOREIGN Adv. and Service Bureau, New York, has moved from 7 East 42nd St., to 342 Madison Ave.

J. A. Barnett Is Named Sherman-Marquette V-P

JAMES ALLEN BARNETT, account executive of Sherman & Marquette, Chicago, has been appointed a vice-president of the organization. Mr. Barnett, formerly of Benton & Bowles, New York, handles the Colgate - Palmolive-Peet account and supervises the *Al Jolson* broadcasts heard for Colgate toothpowder on CBS, Tuesdays, 8:30-9 p.m. and *Sports Newsreel* featuring Bill Stern on NBC, Saturdays, 10-10:15 p.m. for Colgate shave creams.

Mr. Barnett

Herb Polesie, former producer of NBC *Kraft Music Hall* has been appointed radio director of the agency's New York office to direct production of the *Al Jolson* program. Dorothy Andrews, formerly assistant manager of WNEW, New York, and previously of the radio department of Ruthrauff & Ryan, New York and Barton A. Stebbins, Los Angeles, will assist Mr. Polesie in production.

DON G. MITCHELL, for three years vice-president and sales director of Pepsi-Cola Co., Long Island City, extensive user of radio, has been named vice-president in charge of sales of Sylvania Electric products. Succeeding Mitchell at Pepsi-Cola is John P. Clarkin.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*

Buffalo's Most Powerful Transmitter Plant

GIVES

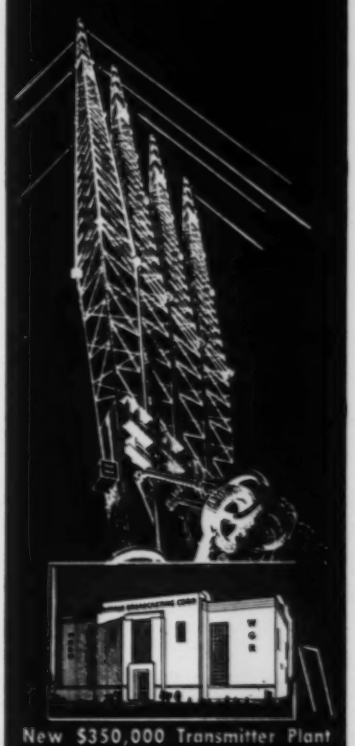
WGR

BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY

1000 WATTS DIRECTIONALLY

INTENSIFIED BY NIGHT



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Ex-Lax Inc., Brooklyn, N. Y., 100 *ta*, thru Joseph Katz Co., N. Y.
Curtiss Candy Co., Chicago, 195 *sa*, thru C. L. Miller Co., Chicago.
Dr. W. B. Caldwell, Inc., Monticello, Ill., 150 *sp*, thru Sherman & Marquette, Chicago.
G. E. Conkey Co., Cleveland (feeds), 26 *sp*, thru Rogers & Smith, Chicago.
Noxzema Chemical Co., Baltimore, 52 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Pennsylvania Salt Co., Philadelphia, 39 *sa*, thru Sherman K. Ellis & Co., Chicago.
McConnon & Co., Winona, Minn. (groceries, toiletries), 100 *sa* thru Cramer-Krasselt, Milwaukee.
United Drug Co., Boston, Mass. (Rexall products), 4 *t* thru Spot Broadcasting, N. Y.
Grove Labs., St. Louis (Bromo Quinine), 8 *sp*, 46 *t*, 42 *ta*, thru Russel M. Seeds Co., Chicago.
Johnson & Johnson, New Brunswick (first aid products), 212 *ta*, thru Young & Rubicam, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), *ta*, thru Newell-Emmett Co., N. Y.
Peter Paul Inc., Naugatuck, Conn., 156 *sa*, thru Platt-Forbes Inc., N. Y.
Mentholatum Co., Wilmington, Del., 26 *sp*, thru J. Walter Thompson & Co., N. Y.
Pinex Co., Fort Wayne (cough syrup), 110 *sa*, 22 *sp*, thru Russel M. Seeds Co., Chicago.
Studebaker Corp., South Bend (sales and service), 22 *sa*, thru Roche, Williams & Cunnyngham, Chicago.
Miles Labs, Elkhart, Ind. (Alka-Seltzer), 52 *sa*, thru Wade Adv. Agency, Chicago.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 21 *ne*, 63 *sa*, 63 *t*, thru H. W. Kastor & Sons, Chicago.
Beaumont Co., St. Louis (4-Way cold tablets), 18 *sa*, thru H. W. Kastor & Sons, Chicago.
Nutrena Mills Inc., Kansas City (stock feeds), 156 *sa*, thru Ferry-Hanly Co., Kansas City.
Carey Salt Co., Hutchinson, Kan., 26 *sa*, thru McJunkin Adv. Co., Chicago.

WLAV, Grand Rapids

Mutual Benefit Health & Accident Assn., Detroit, 6 *sp* weekly, direct.
Congress Cigar Co., New York (La Palina), 18 *sa* weekly, thru Schwimmer & Scott, Chicago.

KPO, San Francisco

Vick Chemical Co., New York (Vapo-Rub) 3 *sp* weekly, thru Morse International, N. Y.
Mothers' Cake & Cookie Co., Oakland, 3 *sp* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
Berkshire Knitting Mills, Reading, Pa. (hosiery) 5 *sa* thru Geare-Marston, Philadelphia.
Grove Labs., St. Louis (Bromo Quinine), 4 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Continental Baking Corp., New York, 6 *sa* weekly, thru Ted Bates Inc., N. Y.
Acme Breweries, San Francisco, 3 *t* weekly, thru Brisacher, Davis & Staff, San Francisco.
Quaker Oats Co., Chicago (Quaker Oats and Mothers Oats), 3 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

WOR, New York

Seeman Brothers, New York (Pique Kitchen Magic), 5 *sa* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Miles Labs., Elkhart, Ind. (One-A-Day Vitamins), 5 *sa* weekly, 13 weeks, thru Wade Adv. Agency, Chicago.
A. Goodman & Sons, New York (vegetable soup, noodles), weekly *ne*, 52 weeks, thru Al Paul Lefton Co., N. Y.
L. E. Waterman Co., New York (fountain pens, pencils), 3 *ne* weekly, 52 weeks, thru Charles Dallas Reach Co., Newark.
Land O' Lakes Creameries, Minneapolis, 3 *ne* weekly, 52 weeks, thru Campbell-Mithun, Minneapolis.
Gambarelli & Davitto, New York (Swiss Colony wines), weekly *ne*, 52 weeks, thru de Biasi Adv. Agency, N. Y.
Vick Chemical Co., New York (Vapo-Rub, Va-tro-nol), 3 *ne* weekly, 20 weeks, thru Morse International, N. Y.

WOWO, WGL, Fort Wayne

Plough Inc., Memphis, 260 *sa*, thru Lake-Spiro-Shurman, Memphis.
Allied Mills Inc., Chicago (I.Q. dog food), 300 *sa*, thru Louis E. Wade Agency, Fort Wayne.
Nehi Corp., Columbus, Ga. (Royal Crown cola), 52 *t*, thru BBDO, N. Y.
International Harvester Co., Chicago (trucks, tractors), 1 *sa*, thru Aubrey, Moore & Wallace, Chicago.
G. E. Conkey, Cleveland (Y-O poultry feed; remedies), 54 *sa* thru Rogers & Smith Adv. Agency, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Laxative Senna), 260 *ta*, thru Sherman & Marquette, Chicago.
Congress Cigar Co., New York (La Palina cigars), 546 *ta*, thru Schwimmer & Scott Adv. Agency, Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 40 *sa* thru Rogers & Smith Adv. Agency, Chicago.

WKRC, Cincinnati

M. Werk Co., St. Bernard, O. (Werx), 5 *sp* weekly, thru Frederic W. Ziv Inc., Cincinnati.

WGY, Schenectady

Macfadden Publications, New York, *ta*, 1 year, thru Arthur Kudner Inc., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (Soretone liniment), 5 *ta* weekly, 4 weeks, thru J. D. Tarcher & Co., N. Y.
Readers Digest, Pleasantville, N. Y., 20 *sa* weekly, thru BBDO, N. Y.
Philadelphia & Reading Coal & Iron Co., Philadelphia, 3 *sa* weekly, 26 weeks, thru McKee & Albright, Philadelphia.
International Harvester Co., Chicago, 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
New York Telephone Co., New York, *sa*, thru BBDO, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 5 *t* weekly, 1 year, *ta*, 8 weeks, thru Ruthrauff & Ryan, N. Y.
Luden's Inc., Reading (cough drops), 156 *sa*, thru J. M. Mathes Inc., N. Y.
Musterole Co., Cleveland, 130 *sa*, thru Erwin, Wasey & Co., N. Y.
Beaumont Labs., St. Louis (4-Way cold tablets), 72 *sa*, thru H. W. Kastor & Sons, Chicago.
Hudson Coal Co., Scranton, *sp*, 5 months, thru Leighton & Nelson, Schenectady.
Pinex Co., Fort Wayne (cough syrup), 132 *sa*, thru Russel M. Seeds Co., Chicago.
Charles Gulden Inc., New York (mustard), 3 *ne* weekly, 30 weeks, thru Charles W. Hoyt Inc., N. Y.
Arvey Corp., Chicago (R-V-Lite), 25 *sa*, thru First United Broadcasters, Chicago.
N. Y. State Bureau of Milk, Albany, 78 *sa*, thru J. M. Mathes Inc., N. Y.
Studebaker Corp., South Bend, 3 *ne* weekly, 12 weeks, thru Roche, Williams & Cunnyngham, Chicago.
B. Meier & Son Inc., New York (Golden Center wheat germ, corn flakes), 6 *sa* weekly, 3 weeks, thru H. C. Morris & Co., N. Y.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond cream), *t*, 3 weeks, thru Wm. Esty & Co., N. Y.
Great Atlantic & Pacific Tea Co., New York (apples), *sa*, 9 days, thru Paris & Peart, N. Y.
Swift & Co., Chicago (Sunbrite cleanser), 6 *sa*, thru Needham, Louis & Brorby, Chicago.
Flex-O-Glass Mfg. Co., Chicago (glass substitute), 12 *sp*, thru Presba, Fellers & Presba, Chicago.
Potter Drug & Chemical Corp., Malden, Mass (Cuticura), 6 *ta* weekly, 1 year, thru Atherton & Currier, N. Y.
C. A. Briggs Co., Cambridge, Mass. (H-B cough drops), 2 *sp* weekly, 16 weeks, thru Horton-Noyes Co., Providence.
V. LaRosa & Sons Inc., Brooklyn (macaroni products), 130 *sa*, thru M. H. Hackett Inc., N. Y.

CKOC, Hamilton, Ont.

Kellogg Co. of Canada, London, Ont. (corn flakes), 80 *sa*, thru Kenyon & Eckhardt, Montreal.
Nova Kelp Co., Montreal (medicinal), 52 *ta*, thru A. McKim Ltd., Montreal.
Stevens Chemical Products Ltd., Brampton, Ont. (Eskimo-Kloth), 65 *ta*, thru F. H. Hayhurst Co., Toronto.

WHN, New York

Pepsi-Cola Co., Long Island City, N. Y., *ta*, 52 weeks, thru Newell-Emmett Co., N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), *sa*, 15 weeks, thru Newell-Emmett Co., N. Y.
Detroit Bible Class, Detroit (religious), weekly *sp*, 52 weeks, thru Aircaster, Detroit.
Quaker Oats Co., Chicago, *sa*, 5 weeks, thru Ruthrauff & Ryan, Chicago.
F. & M. Schaeffer Brewing Co., Brooklyn, 3 *ne* weekly, 13 weeks, thru BBDO, N. Y.
U. S. Tobacco Co., New York (Model smoking tobacco), *sa*, 13 weeks, thru Arthur Kudner Inc., N. Y.
Twin City Shellac Co., Brooklyn (Dap-Dee floor polish, wax), *sa*, 52 weeks, thru Diener & Dorskind, N. Y.
Lever Bros., Cambridge (Rinso), *ta*, 1 weeks, thru Ruthrauff & Ryan, N. Y.
Wesley Radio League, Detroit (religious), weekly *sp*, 52 weeks, thru Aircaster, Detroit.
P. Lorillard Co., New York (Old Gold cigarettes), *sa*, 14 weeks, thru J. Walter Thompson Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), *sa*, 11 weeks, thru William Esty & Co., N. Y.
Garrett & Co., Brooklyn (Virginia Dare wine), *sa*, 3 weeks, thru Ruthrauff & Ryan, N. Y.
P. Duff & Sons Inc., Pittsburgh (gingerbread mix), *sa*, 5 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Corn Products Refining Co., New York (Kre-Mel Dessert), *sa* and 12 *ne* weeks, thru C. L. Miller Co., N. Y.
Stanback Co., Salisbury, N. C. (Headache Powders), *sa*, 59 weeks, thru Klinge Adv., N. Y.
B. C. Remedy Co., Durham, N. C. (B. C. Powders), 7 *ne* weekly, 52 weeks, thru Charles W. Hoyt Co., N. Y.
Lehn & Fink Products Corp., Bloomfield, N. J. (cosmetics), *sa*, 6 weeks, thru William Esty & Co., N. Y.

WKZO, Kalamazoo

Atlas Brewing Co., Chicago, 27 *sa* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.
Sempray-Jovenay Co., Grand Rapids, 18 *ta* weekly, 10 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Utilities Engineering Institute, Chicago, 1 *sp* weekly, 13 weeks, thru First United Broadcasters, Chicago.
American Chicle Co., New York (gum), 82 *ta*, 13 weeks, thru Grant Adv., Chicago.
Compagnie Parisienne Inc., San Antonio (perfumes), 6 *t*, 1 week, thru Northwest Radio Adv. Co., Seattle.
Ex-Lax Inc., New York, 69 *ta*, 14 weeks, thru Joseph Katz Co., N. Y.
Fox De Luxe Brewing Co., Grand Rapids, 18 *ta* weekly, thru Schwimmer & Scott Adv. Agency, Chicago.
Plough Inc., Memphis (St. Joseph medicines, Penetro products), *ta*, 20 weeks, thru Lake-Spiro-Shurman, Memphis.

KMPC, Beverly Hills, Cal.

Christian Reform Church, Chicago (religious), weekly *t*, thru Florence Chapman Radio advertisers, Chicago.

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. **Adv.**

NBC AFFILIATES

You can't beat the Z net.

New York-Chicago Reps.—The Walker Co. **Adv.**

Radio Advertisers

UNITED DRUG Co.'s "Rexall Fall One-Cent Sale" was promoted in nine areas by transcriptions of the *Parade of Stars* programs, placed by Street & Finney, Nov. 1-7 on WEAF, New York; KPO, San Francisco; WOWO, Fort Wayne; WBZ, Boston; WBZA, Springfield, Mass.; WGY, Schenectady; WTAM, Cleveland; KDKA, Pittsburgh; KYW, Philadelphia. NBC national spot and local sales division also announced the following additional contracts: One-minute announcements by United States Tobacco Co., for Model smoking tobacco, over KPO, San Francisco; KYW, Philadelphia; WRC, Washington; WTAM, Cleveland, through Arthur Kudner Inc. agency. One-minute announcements and station breaks by Lehn & Fink Products Corp., for Hinds Honey and Almond Cream, over WGY, Schenectady; WMAQ, Chicago; WRC, Washington; KOA, Denver; KPO, San Francisco; WOWO, Fort Wayne.

NOVA KELP Co., Montreal (medicinal food) has started a series of transcribed announcements four times weekly on a number of Canadian stations. Account was placed by A. McKim Ltd., Montreal.

CHRIS. HANSEN LABS., Toronto (Junket), on Nov. 2 started three transcribed announcements weekly for 28 weeks on CFCF, Montreal; CKCL, Toronto; CKTB, St. Catharines, Ont.; CJRC, Winnipeg; CKCK, Regina, Sask.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CKWX, Vancouver; and live French announcements on CKAC, Montreal. Account was placed through A. McKim Ltd., Toronto.

CHATTANOOGA MEDICINE Co., Chattanooga, Tenn. (Black-Draught, Cardui), is placing transcription announcements on WCHS, Charleston, W. Va., through Nelson Chesman Co., Chattanooga. In the Oct. 26 BROADCASTING this account was erroneously reported as placed through McCann-Erickson, New York.

BENSON & HEDGES, New York (Virginia Rounds cigarettes), now using thrice-weekly morning quarter-hour newscasts on WEAF, New York, with Rad Hall, NBC staff announcer, will add three broadcasts of the same length on WEAF, starting Nov. 10. Account is handled by Duane Jones, New York.

PETROL Corp., Los Angeles, with broadcast of Oct. 26 shifted the weekly half-hour program, *P.D.Q. Quiz Court* on KFI, that city, to KNX, Hollywood, Monday, 9-9:30 p.m. (PWT). New contract is for 52 weeks. Municipal Court Judge LeRoy Dawson continues as judge, with Gary Breckner m.c. and quiz master. Agency is Dana Jones Co., Los Angeles.

BRASS RAIL RESTAURANTS, New York, successful user of *Moments of Memory* on New York stations [BROADCASTING, June 29], marked the first anniversary of the program Oct. 31. Featuring recordings of oldtime tunes interwoven with reminiscences of the past three decades, the feature is now aired on WLIB, Brooklyn, as well as on WOR, New York, and WMCA, New York, where it was first presented. Agency is Blackstone Co., New York.

KELITE PRODUCTS Inc., Los Angeles (Kenu cleaner) in a Southern California campaign started Oct. 26, is sponsoring daily participation in *Norman Young's Happy Homes* on KHJ, with four-per-week in Agnes White's *California Home*, and one weekly in *Mirandy's Garden Patch* on KFI. Contracts are for 13 weeks. Agency is Little & Co., Los Angeles.

SAWYER BISCUIT Co., Chicago (Baker Boy crackers) on Nov. 2 began sponsorship of quarter-hour *Rhymster Tyme*, with Eddie and Fannie Cavanaugh, on WLS, Chicago, five times weekly. Geo. H. Hartman Co., Chicago, is agency.

LOEW's Inc., New York (M-G-M motion pictures) on Nov. 3 began sponsorship of a thrice-weekly quarter-hour program *The Lion's Roar*, on WGN, Chicago. In addition to recorded music the show will feature Bill Anson interviewing stars of M-G-M pictures.

RAINDEER BREWING Co., San Francisco, in a 60-day California campaign, will use seven spot announcements weekly on KFBK, Sacramento, with a similar number on KGO, San Francisco. In addition four spots weekly will be used on KFSD, San Diego. Firm also started for six weeks a twice-weekly five-minute sports review by Tom Hanlon on KNX, Hollywood. Agency is Buchanan & Co., Los Angeles.

You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

Farm purchasing power in WIBW's 6-state market hits a 20 year high. We're the dominant sales force in this area. 'Nuf said!

WIBW The Voice of Kansas in TOPEKA

WMAQ
Top Flight Programs

WMAQ THE CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago — the first station in the second largest market in the United States.

- ★ Jack Benny
- ★ Bing Crosby
- ★ Kay Kyser
- ★ Charlie McCarthy
- ★ Aldrich Family
- ★ Baby Snooks
- ★ Red Skelton
- ★ Mr. District Attorney
- ★ Rudy Vallee
- ★ Truth or Consequences
- ★ Eddie Cantor
- ★ Bob Hope
- ★ Fibber McGee
- ★ Abbott and Costello
- ★ Abie's Irish Rose
- ★ Fitch Bandwagon
- ★ Information Please
- ★ Horace Heidt
- ★ March of Time
- ★ Album Familiar Music
- ★ Ginny Simms
- ★ Tommy Dorsey
- ★ Great Gildersleeve
- ★ Doctor I. Q.
- ★ Ma Perkins
- ★ Pepper Young
- ★ Right to Happiness
- ★ Young Widder Brown
- ★ Road of Life
- ★ Mary Marlin
- ★ Stella Dallas
- ★ Lorenzo Jones
- ★ Guiding Light
- ★ Vic and Sade

These top-flight programs make listening to WMAQ a habit in the Chicago area. Take advantage of this habit by placing your campaigns on WMAQ.

WMAQ—CHICAGO KEY STATION OF THE NBC NETWORK
50,000 WATTS • 670 KILOCYCLES
REPRESENTED NATIONALLY BY NBC OFFICES IN
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

OXFORD University Press, Toronto (publishers) has started Sunday afternoon recorded five-minute book reviews on CHNS, Halifax; CFCF, Montreal; CKCO, Ottawa; CFRB, Toronto; CJRC, Winnipeg; CJOR, Vancouver. Account was placed by E. W. Reynolds Ltd., Toronto.

WITH cooperation and approval of the Library and Parent-Teachers associations, H. C. Capwell Co., Oakland, Cal. (department store), is sponsoring the daily quarter-hour *Story Teller* on KROW, that city. Written by Nelda Ormiston, the program is designed to entertain children without excessive use of action.

CORN PRODUCTS REFINING Co., New York, on Nov. 7 began sponsorship of thrice-weekly quarter-hour newscast on WGN, Chicago, with John Holbrook as commentator. Agency is C. L. Miller Co., New York.

INDEPENDENT THEATRE Owners Group, Los Angeles, in a 13-week theatre attendance building campaign, on Nov. 18 starts sponsoring *We Pay You*, weekly quarter-hour cash quiz program on KHJ, Hollywood. Remoted from a different theatre in the Los Angeles area each week, participants are selected from the audience to match wits with questions sent in. Jack Bailey and Jack Young are co-m.c.'s. Allied Adv., Los Angeles, has the account.

GOODYEAR SERVICE STORES, Los Angeles, auto accessories chain, on Nov. 2 started sponsoring a daily early morning quarter-hour of recorded music and chatter titled *Musical Clock* on KECA, that city. Contract is for 52 weeks, with Bill Davidson handling the program. Agency is Smith & Bull Adv., Los Angeles. John Cohan is account executive.

NEWS SPONSORSHIP, hitherto banned from WKY, Oklahoma City, affiliated with the *Oklahoma City Oklahoman and Times*, last month was sold for the first time to Halliburton's, big local department store. The contract represented the store's largest radio expenditure to date. Shown listening to the first broadcast are (l to r): Walter Dean, Halliburton's assistant manager; Gayle V. Grubb, WKY manager; James Andrews, the store's advertising manager; J. C. Halliburton, the store's vice-president and general manager; Bob Mitchell, WKY sales.

HAAS BROTHERS, San Francisco (Trupak Foods) on Nov. 2 started a quarter-hour morning program *A Date at Eight*, featuring Art Linkletter, six times weekly on KPO, San Francisco. Agency is Leon Livingston Adv., San Francisco.

HOTEL ST. GEORGE, Brooklyn, sponsor of *Requestfully Yours* on WAAT, Newark, started an additional recorded music program on WLIB, Brooklyn, Nov. 4. *Liberty Music Hall* is used to promote the hotel's swimming pool three days weekly while banquet facilities are advertised Saturdays and Sundays. The half-hour series was bought on a 13-week basis, through E. T. Howard Co., New York.

AVALON LANE Co., New York, through its newly-appointed agency, Director & Lane, New York, on Oct. 25 launched a test campaign on WLIB, Brooklyn, using 15 spot announcements weekly for a 13-week period.

SEEMAN BROTHERS, New York (Flava Bake) and Hudson Pulp Paper Co. (paper napkins) have signed for participations in the *Bessie Beatty* program on WOR, New York, five-weekly 45-minute show. Both contracts are for 52 weeks. J. D. Tarcher is agency for Seeman Brothers, and Joseph Katz for Hudson Pulp Paper Co.

BROADWAY-HOLLYWOOD Department Store, Hollywood, Cal., on Nov. 4 started sponsoring a thrice-weekly quarter-hour morning general commentary featuring Stu Wilson on KHJ, that city for 52 weeks. Lee Ringer Adv., Los Angeles, has the account.

HARTZ MOUNTAIN Bird Products, New York, on Nov. 1 started sponsorship of weekly quarter-hour program, *The Master Radio Canaries*, on WGN, Chicago. Geo. H. Hartman Co., Chicago, is agency.

CHARLES MICHELSON, New York transcription firm, has sold 36 programs of *Five-Minute Mysteries*, to Erwin, Wasey & Co., New York, for placement on WCCO, Minneapolis, on behalf of Harvester Cigars, product of Consolidated Cigar Corp., New York.

SUPERIOR SEAFOOD Co., Los Angeles, in a local campaign which starts Nov. 16 will sponsor a thrice-weekly quarter-hour program titled *Miranda*, on KECA, that city. Contract is for 52 weeks. Agency is Hillman-Shane-Breyer, Los Angeles.

FATHER JOHN'S MEDICINE Co., Lowell, Mass., has started spot announcements on eight eastern Canadian stations. Account was placed by McConnell Eastman & Co., Ltd., Montreal.

PUREX Corp., Los Angeles (bleaching fluid), in a local campaign started Nov. 4 is sponsoring thrice-weekly participation in *Art Baker's Note Book* on KFI as well as a similar schedule in *Norma Young's Happy Homes* on KHJ. Contracts are for 13 weeks. Agency is Lord & Thomas, Los Angeles.

ARCADY FARM MILLING Co., Chicago, on Nov. 9, started sponsorship of five-a-week quarter-hour series featuring news of farming and stock breeding with Jim Poole commentator, on WGN, Chicago. Agency is Presba, Fellers & Presba, Chicago.

YOU KNOW THE AUDIENCE

★ Attracted By A Schedule Like This:

4:00 P. M. SUPERMAN
5:00 P. M. DON WINSLOW of the NAVY
5:15 P. M. HOP HARRIGAN
5:30 P. M. JACK ARMSTRONG
5:45 P. M. CAPTAIN MIDNIGHT
6:00 P. M. FULTON LEWIS, JR.
6:15 P. M. LUM'N ABNER
6:30 P. M. LONE RANGER
7:00 P. M. WATCH THE WORLD GO BY

. . . SO IT'S EASY TO SEE WHY KFBI OFFERS THE MOST LISTENERS—HOUR BY HOUR

NOW OPERATING 24 HOURS DAILY ★

KFBI
WICHITA, KAN.

RAY LINTON
GENERAL MANAGER
HOWARD H. WILSON CO.
REPRESENTATIVES
1070 K. C. ★★★

WBZ

50,000 WATTS

WESTINGHOUSE RADIO STATIONS

AGENCY Appointments

CYPRESS ABBEY Co., Colma, Cal. (Floralife fertilizer), to Gerth-Pacific Adv. Agency, San Francisco.

WESLEY RADIO LEAGUE, Detroit, on Dec. 1 started sermons by Rev. John E. Huffer on 205 MBS stations, Sun., 11-11:30 a.m. Agency: Aircasters Inc., Detroit.

CHART BOARD EQUIPMENT Co., Philadelphia, to Oswald Adv. Agency, Philadelphia. Earl W. James is account executive.

NATIONAL DRUG Co., Philadelphia (drugs), to John Falkner Arndt & Co., Philadelphia.

LINCOLN ENGINEERING Co., St. Louis (Centro-Matic lubricating system), to Arthur R. Mogge Inc., Chicago. Said to use radio.

MANSFIELD SHOES, Whitman, Mass., to Fuller & Smith & Ross Inc., New York. Said to use radio.

EMMCO INSURANCE Co. Inc., South Bend, Ind. (auto & household insurance), to MacDonald-Cook Co., South Bend. Said to use radio.

DYE-ANA DYES Inc., Chicago (Dye-Ana Tint & Dye Tablets), to Fogarty-Jordan-Phelps Co., Chicago. Said to use radio.

GEO. B. EVANS LABS., Inc., Philadelphia, to John Falkner Arndt & Co., Philadelphia.

DR. PETER FAHRNEY & Sons Co., Chicago, to Roche, Williams & Cunnyngham Inc., Chicago.

LAMBERT PHARMACAL Co., St. Louis (indigestion & laxative products), to Ruthrauff & Ryan Inc., Chicago.

I. V. C. WINERIES, Guasti, Cal., to Dan B. Miner Co., Los Angeles. May use radio.

WELCH FRUIT PRODUCTS Co., Chicago (Black Cow soft drink), to Reincke-Ellis-Younggreen & Finn, Chicago. May use radio.

CARNATION MILK Co., Milwaukee, to Erwin, Wasey & Co., London (British advertising).

NATIONAL DRUG Co., Philadelphia, to John Falkner Arndt & Co., Philadelphia.

GEORGE B. EVANS LABORATORIES, Philadelphia, to John Falkner Arndt & Co., Philadelphia.

New Oscillograph

TO MEET critical war requirements, Allen B. Du Mont Labs., Passaic, N. J., has developed a new oscillograph, Type 224, characterized by a greatly extended frequency range, more versatility in handling applied signals and special pickup means whereby input capacitance is reduced and stray pickup eliminated, the company reports. Instrument has a uniform Y-axis or vertical deflection response which is uniform from 20 cps. to 2,000,000 cycles and a comparably faithful square and sinusoidal wave response, with the X-axis having a uniform characteristic from 10 cps. to 100 kc.

Girl Show Tours Camps

FIRST "portable" all-girl variety show, the weekly *Victory Belles* on KNX, Hollywood, started touring Southern California military camps in late October. Augmented all-feminine troupe includes Mabel Todd, comedienne; Jean Porter, featured vocalist, and an all-girl orchestra. Lurene Tuttle and Beverly are co-m.c.'s, with Ona Munson, producer.

WILLIAM L. SHIRER, CBS newscaster, author of *Berlin Diary*, has written a play about the foreign correspondent. It is not yet titled and production plans are unsettled.

WNEW School Forums

TO FILL A GAP in the public information field by finding out what the future generation of citizens thinks about the war, WNEW, New York, on Nov. 9 is starting a series of "high school forums", to be conducted by Samuel H. Cuff, WNEW news commentator and analyst. Covering five schools weekly, Mr. Cuff will tour the station's primary listening area. Results will be summarized by WNEW and made available to libraries, research organizations, as well as interested Government Bureaus.

Cups to Scrap

CLAUDE SWEETEN, musical director of KFI-KECA, Los Angeles, and an expert golfer, raided his trophy room to aid the Government salvage drive. As result he has consigned 10 trophy cups, won in golf tournaments, to the scrap pile.

BASED on Cran Chamberlain's radio program by that title, MGM has started producing a film short titled, "Don't You Believe It".

Penalty Pays

A 30-SECOND APPEAL to buy war bonds, "penalty" imposed on a participant who missed an answer on *Truth or Consequences*, NBC quiz program, resulted in over $100,000 in actual sales. For her super-salesmanship, Mrs. Jeannette Brenner was given a prepaid round trip to Camp Shelby, Miss., to visit her son stationed there. KGIR, Butte, Mont., one of the 22 stations carrying a repeat broadcast, raised almost half of the total reported. Procter & Gamble Co., Cincinnati, sponsors the program for Ivory soap.

SAMMY KAYE, band leader heard on NBC Sunday afternoons, is the author of volume of verse titled *Sammy Kaye's Sunday Serenade Book of Poetry*. Republic Publishing Corp., New York, is publisher.

Lorillard Takes Time On 17 College Stations

EXTENSIVE use of the full Intercollegiate Broadcasting System of 17 campus radio stations has been undertaken by P. Lorillard Co. (Old Gold cigarettes), with the five-weekly five-minute program *Old Gold Campus News* featuring campus news and sports.

Other IBS campaigns have been sponsored by *Reader's Digest*, Biltmore Hotel and N. Y. Telephone Co. Special programs designed for college students, and prepared by OWI, will soon be offered for sponsorship. IBS has outlets at Alabama, Rhode Island, Connecticut, Brown, Columbia, Cornell, Georgetown, Barnard, Pembroke, Union, Hamilton, Harvard, Knox, Princeton, Wesleyan, Williams, and Yale.

BEAMONT LABORATORIES Inc., for Grove's 4-Way Cold Tablets, has signed Richard Harkness, of the *Philadelphia Inquirer's* Washington bureau, for three five-minute news commentaries per week at 8:05 a.m. on WREC, Washington, starting Nov. 9, two others to run sustaining.

—AND YOU CAN COVER THIS GREAT TRADE AREA AT ONE LOW COST THROUGH

BROADCASTING STATION

WREC

According to the current issue of Sales Management Magazine the Memphis Trade territory ranks 12th among the 36 largest population areas in the United States—and business is humming in this great market.

WREC

is first in coverage of the South's biggest and best trade area . . . first in listener acceptance . . . first in sales results.

BROADCASTING STATION WREC

CBS — 600 KILOCYCLES — 5000 WATTS — CBS

Represented Nationally by THE KATZ AGENCY

RADIO BANQUET tendered by Col. Paul C. Wilkins, commanding officer of Duncan Field, San Antonio, at the Gunter Hotel there for managers and production men of the various stations in that city. Represented were stations which broadcast Duncan Field's weekly programs (l to r): George Johnson, general manager, KTSA; Lew Lacy, war relations, KTSA; Howard Davis, general manager, KMAC; Ted Eckman, chief announcer, KABC; Fred Hammond, program director, KONO; Staff Sgt. Will (Douglas) Dougherty, chief, radio branch, Duncan Field public relations office; Tommy Reynolds, production department, KABC; Lt. Col. Richard T. Adlworth, Duncan Field; Bill Michaels, sports announcer, KABC; Maj. Morris Martin, executive officer and public relations officer, Duncan Field; Eugene Roth, general manager, KONO; George Marks, production chief, WOAI. The programs have been acclaimed by listeners.

Corwin to Resume

NORMAN CORWIN, ace CBS producer-director who has just returned from four months in London where he produced a series of shortwave programs titled *An American In England*, on Nov. 24 will extend the series in this country with six programs on CBS, Tuesdays, 10-10:30 p.m. Narrator for the new series, titled *An American In London*, will probably be Joseph Julian, who worked with Corwin in a similar capacity abroad. Mr. Corwin discussed his overseas radio experiences at a press luncheon given by CBS last Friday at the Hotel Berkshire, New York.

Shortwaves

(*Continued from page 16*)

ing Corp., of which Walter W. Lemmon is president. Negotiations were still in progress last Friday as BROADCASTING went to press, with Mr. Lemmon in Washington to consult with officials.

Differences between Mr. Lemmon and the Government agencies have arisen largely out of the former's insistence upon the retention of some of the tried and proved programs of his stations to the amount of about four hours per day. The OWI has insisted upon complete program autonomy.

The impasse that has prevailed during the last two weeks between Mr. Lemmon's organization and the Government agencies led OWI and the Rockefeller Committee to issue a press release Nov. 2, reading as follows:

OWI-CIAA Statement

"The Office of War Information and the Coordinator of Inter-American Affairs today issued the following joint statement:

"Mr. Walter Lemmon states that he has not yet signed the proposed Government leasing contract 'because no provision has yet been made to safeguard the tremendous audiences (Station WRUL) has already built up in all parts of Europe.'

"This statement is not accurate.

"Mr. Lemmon has not yet signed because of a disagreement over the sum which the government should pay for the facilities of WRUL.

"Station WRUL is owned by the World Wide Broadcasting Corp., of which Mr. Lemmon is the majority stockholder. This is presumably a non-profit corporation. But, in the opinion of the Office of War Information, the Coordinator of Inter-American Affairs and the Federal Communications Commission, the sum demanded by Mr. Lemmon from the Government would give the corporation a substantial annual profit.

"All contracts with shortwave broadcasters have been on a cost basis. In all cases, except that of WRUL, there has been full agreement between the Government agencies and the private companies as to what constitutes a fair price. WRUL has for some time past been receiving a subsidy from the United States Government."

Dr. Shapley Replies

This evoked an immediate reply from Dr. Harlow W. Shapley, the well-known Harvard astronomer and a trustee of WRUL.

"We of WRUL ask only," Dr. Shapley stated, "that if the Government bureaus must take over all of the time of WRUL, they consider the importance of maintaining the general character of the international programs we have been broadcasting in a score of languages to all parts of the world.

"There is no question of a lack of cooperation or censorship with OWI, for such cooperation has been maintained from the beginning. There is no question of financial arrangements in the proposed lease notwithstanding the press release of last night from Washington, because we have repeatedly gone on record and have demonstrated to the Government agencies that WRUL is a non-profit organization.

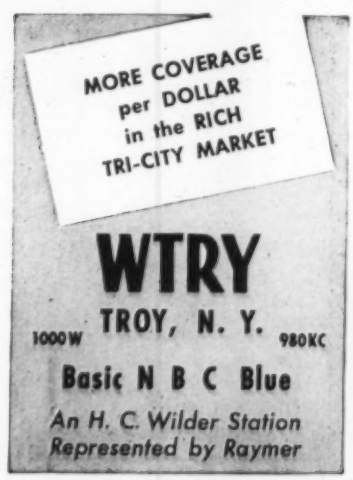
"The question is wholly that of the value and necessity for demonstrating, during this world war for freedom, that freedom is still respected in the United States of America. We ask if the voice of the station need be completely Goebbelized.

"Our board of trustees has an important trust and responsibility to the millions of listeners who have come to trust the reports of Radio Boston and to appreciate its good will ideals. We have a responsibility to our collaborating agencies in this good will work through which we have tried to build hopefully for the future and give humane and spiritual meaning to our war aims.

Cooperating Agencies

"Such cooperating agencies are the Radio Board of Harvard University, the American Philosophical Society, and the great church organizations that use our facilities to bring hope and courage to the conquered peoples. We certain-

"SWING SHIFT,"
smiles Suzy our Steno, "means late hours for thousands of workers in Cincinnati, machine tool capital of the world. But though warwork may change night to day, WSAI audiences get top-notch entertainment 'round the clock. WSAI airs a constant stream of popular programs, styled for greatest listener-appeal. To our advertisers this means a bigger market . . . thoroughly covered through smart programming and WSAI's unique "off-the-air" Sales Aids.
WSAI'S SALES AIDS
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast
IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.



What about WOL?
...it's first in news
...first in sports
...first in music!
Get the facts from WOL — WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES Inc.

would have betrayed our trust we had not requested of the WI that it "give consideration to r conviction that WRUL, used ectively, could assist effectively the prosecution of the war, and the planning for the post-war ."

"If our prestige can be mainined, WRUL could be a powerful ice at the conclusion of the war helping to salvage a stricken orld. If its character is lost hrough abject surrender of freeom and principles, it will be only suspected and useless tool."

Strictly Noncommercial

Both Dr. Shapley and Mr. Lemon emphasized that, unlike other hortwave stations which have igned contracts with the Governnent, WRUL is strictly noncommercial. Most of the other shortwave outlets are attached directly o commercial longwave combinations. These shortwave stations are able to draw on profits of the longwave commercials.

Because of this basic difference n structure and in purpose, WRUL's trustees say they are asking what they consider to be reasonable safeguards whereby WRUL wants to keep alive its own individuality now and in the period of world reconstruction.

Statement by Royal

Neither CBS, GE nor Westinghouse last week made any statement with regard to the new leasing deal, which has been signed by all of them but which has some of their officials still dissatisfied. However, John F. Royal, NBC vice-president, issued a guarded statement on Nov. 2 in which he said:

"To win the war in the quickest possible time is the primary purpose of the NBC and we have been and are now anxious to lend every possible aid in the radio war effort. In the field of international shortwave broadcasting, which we pioneered many years ago, our company is now placing all our experiences and research at the disposal of the OWI and CIAA.

"We have been assured that the OWI is eager to continue the competitive program policy which has been the foundation of the American system of broadcasting and which has made the shortwave programs from the United States the most eagerly listened to of any country in the world."

Would Surpass Axis

"The plans of the Government engineers and those of the private companies give every indication of equalling and even surpassing what is being done by Axis countries. This means more high-powered transmitters and frequencies which, I understand, have been arranged for, and close coordination between practical radio operators and those of the government agencies who can give proper directives . . .

"We have spent hundreds of thousands of dollars in shortwave development and operation. This was done as a contribution to the art of radio. Only two years ago we were permitted by government regulation to offer commercial programs on our short wave stations. More than forty American firms have utilized this new opportunity for increasing understanding of American business. It is my understanding the OWI and OCIA will solicit the continued cooperation of the radio advertisers in permitting the use of the great list of talent now being used on the domestic networks.

"Our contracts call for five years' lease but may be cancelled by the Government before that period. The contracts for the leasing of the transmitters have been signed by us and we agreed to start working on program coordination at once while we continued to work out details of the programming contract. Because our experts have explained the great importance of the time factor, we were most anxious to have the United States radio effort functioning as soon as possible. We know that the Axis nations are planning even greater efforts through radio. It is one of their most important fronts. American broadcasters and the government are now cooperating to speedily overtake the Nazis with the weapon of radio."

Years Later

TO PROVE the value of retaining consumer consciousness of brand names, to potential advertisers with little or no goods for sale due to wartime conditions, Arthur Hull Hayes, general manager of WABC, New York, in a promotion message, tells of a letter, recently received, containing six negatives, and the request that they be developed. Research into the files disclosed that the order could refer only to an offer made on WABC back in 1939 by Posto-Photo Inc. during a five-week campaign. The advertising message was retained, and produced a sale, more than 1,095 days after it was last broadcast.

New Oboler Book

ARCH OBOLER, network author, producer and director, currently writing the CBS *Lights Out* series, has compiled a volume of anti-Fascist radio plays titled *Plays for Americans*, based on his recent NBC series bearing that name. The book is available, free of royalties, for the duration of the war, to any group wishing to present the plays. Farrar & Rinehart, New York, is publisher of the book, to be released some time this month.

ELMER DAVIS, director of the Office of War Information, will be one of the speakers at the 11th forum on current problems to be held under the auspices of the *New York Herald-Tribune*, Nov. 16-17 at the Hotel Waldorf-Astoria, New York. Mr. Davis will speak on "Free Ideas and Communications" at the third session of the forum on Tuesday afternoon.

THE Philadelphia STORY IN PRODUCTION

IN RADIO

THERE'S NEW MONEY IN AMERICA'S NUMBER ONE ARSENAL—thousands of new workers.
PAYROLLS HIT ALL-TIME HIGH—44 per cent above 1941—170 per cent above 1939.
YES, MR. ADVERTISER, YOU'VE GUESSED IT—greater sales opportunities than ever.
Let "THE STATION THAT SELLS" help YOU get your share!

WPEN
5000 WATTS • 950 ON THE DIAL
Philadelphia's Atlantic Coast Network Station

XUM

ALL WASHED UP IN TUB (Ky.)?

If the tire shortage is keeping your salesman from dipping into Tub and other little towns, don't wash your hands of Kentucky! The Louisville Trading Area is the big suds in this entire State — 1,336,000 people with $610,000,000 in buying power (57.5% of Kentucky's total)! . . Not only does WAVE reach every radio home in this Area — it does it for far less than any other medium! . . Shall we boil up some sales in Louisville for you.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

NO DELAYS

NEW "AUTOMATIC"* POSTAL WIRES GET THERE FASTER

• Costly telegraph delays are out! POSTAL "Automatic" is in! Amazing machines — only recently perfected by POSTAL TELEGRAPH engineers — now flash messages to any part of the country at record-breaking speed — and with incredible accuracy. These "Automatic" machines are POSTAL'S—*exclusively*. Messages sent "Automatic" cost you not one penny more. So—

Try this NEW SUPER-SPEED SERVICE today!

CALL Postal Telegraph

For your convenience, charges for telegrams telephoned in appear on your telephone bill

*For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.

Capt. Inglas Promoted In Navy Realignment

REGROUPING of the functions of the Office of Naval Communications under a deputy director and five assistant directors was ordered by Capt. Carl F. Holden last week to expedite handling of the tremendously increased load of work. Thomas B. Inglas, assistant director for the past 10 months, was named deputy director.

Four of the Assistant Directors have been appointed, and the fifth will be named in the near future. They are: Capt. Earl E. Stone, Capt. James M. Fernald, Com. A. J. Detzer, Lt. Com. Paul Crosley. Capt. Charles F. Fielding remains as the Navy's Communications Officer.

Live Name Talent Used In New WMCA Program

BEGINNING what the station describes as "an interesting innovation in local programming", WMCA, New York, is broadcasting name dance bands in specially prepared programs at peak evening hours. Benny Goodman started the series on Saturday, 10-10:30 p.m.; Vaughn Monroe will be heard every Tuesday 9-9:30 p.m., and arrangements are under way to put Harry James, Guy Lombardo and similar first-ranking bands into the other evenings.

Stating that for many years local stations have depended exclusively upon recordings for name-orchestras, WMCA says its new plan, which it admits is entirely experimental, is in line with the station's policy of replacing recorded shows with comparable live talent. With the Petrillo ban on records imperilling the stations' future supply of recorded music, WMCA suggests many stations located in cities where the better bands are available will follow WMCA's example.

Miami AFRA Elects

DON BUTLER, WIOD writer and freelance actor, was elected president of the Miami chapter of the American Federation of Radio Artists last week. Others elected officers of the chapter are: Fred Leslie, WKAT news commentator, vice-president; Fred Handrich, ex-WMAQ announcer (discharged last winter but recently ordered reinstated by the National Labor Relations Board), secretary; Al Collins, WKAT announcer, treasurer.

Everything's PLUS, except the cost

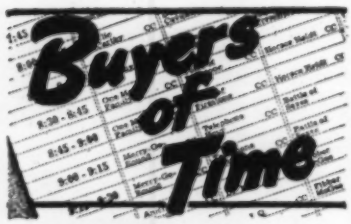
• • • • •

It's a RO$EY picture in Savannah these days. Retail sales soaring—population up by the THOUAND — $HIPBUILDING buzzing in 3 great plants — HOU$ING UNITS going up on all sides—CB$ & national BILLING$ highest ever.

THAT'S THE WHY—AND HERE'S THE BUY

WTOC

Savannah, Ga.
CBS • 5000 WATTS
Natl. Reps: KATZ AGENCY



VICTOR GEORGE

SPEAK TO STATION men in Canada and they will immediately identify Vic George, president of Whitehall Broadcasting Ltd., Montreal, as the man who placed all radio advertising for Imperial Tobacco Co. of Montreal. Speak to old timers in Canadian radio broadcasting, and they will tell you that Vic George pioneered in two-way trans-Atlantic commercial broadcasts. But then Vic George is one of the veterans of Canadian radio.

Right now he is pioneering again, this time with a war job. He has been commissioned a major in the Canadian Army to head a new unit called The Army Show, composed of enlisted members of the Canadian Army and the Canadian Women's Army Corps who have had theatrical and radio experience. The Army Show unit will give broadcasts from Army training camps throughout the Dominion, will later give theatrical appearances, and will create units to send overseas for entertainment of Canadian troops serving outside the Dominion.

Vic started nearly 19 years ago as an assistant and general handyman of former CNRO, Ottawa. In those early days he had many jobs to do at the station, was soon its assistant manager, hobnobbed with Canada's "big shots" as he introduced them to the air audience. Before he was 21 years of age he had been made manager of the Canadian National Railway's radio station, CNRA at Moncton, N. B. and after four years there he became assistant to the radio director of the CNR which in the 30's had the only network of radio stations in Canada. When the CNR stations were about to be turned over to the Canadian Radio Broadcasting Commission, Vic George joined CFCF, Montreal, as manager in 1931. Four years later he formed Whitehall Broadcasting has been operating that firm now for seven years.

The technical as well as executive experience of those early days of radio helped him with carrying a large share of the responsibility for broadcasting the arrival in Canada in 1930 of the British dirigible *R-100*, with organizing the broadcast of the total eclipse of the sun in 1931, the arrival at Montreal of the Italian air armada under Gen. Balbo in 1933.

The following year he started the first commercial two-way trans-Atlantic commercial broadcasts for Imperial Tobacco by broadcasting the British Empire Games from England. He produced the first two and three-way transcontinental broadcasts for the same sponsor in 1935, linking New York, Hollywood, pilot boats off the Atlantic and Pacific coasts and other cities in a great round robin New Year's broadcast.

Imperial's Pioneering

He expanded this type of broadcast the following two years to Europe, bringing Canadian and European cities into a network for commercial sponsorship by Imperial Tobacco. While today these world-wide leaps are relatively commonplace, as recently as 1937 they were something new.

While Vice George has been identified with Imperial Tobacco he handles a number of other accounts from his office in Montreal, including a soap account.

His chief hobby is broadcasting, but he likes to write and contributes articles on radio to various Canadian publications. He plays tennis and badminton, was at one time a champion rifle shot. He was born in Ottawa on June 27, 1904. In 1929 he married Dorothy Cooke, born in Iowa, and they have a twelve-year-old daughter Barbara.

Rifle Your Sales Message to the Tri-City bulls-eye. Use that "Inside Pull".

WHBF The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

CAB Plans Drive

CANADIAN Assn. of Broadcasters plans a membership drive to get as many as possible of the 14 privately-owned stations in Canada not yet members of the CAB, into its organization. The CAB has a membership of 61 independent stations. In addition there are 10 Canadian Broadcasting Corp. stations not eligible for membership. There is only one non-commercial station in operation in Canada at present, CFRC, Kingston, Ont., owned by Queen's University.

DEDICATION of the new $200,000 Radio Center and plant of WSPA-WORD, Spartanburg, S. C., brought to that city last week many State and radio notables. Right photo shows facade of Radio Center. At left are some of the 200 guests at the barbecue supper marking the opening. Clockwise, they are Roger Peace, owner of WFBC, Greenville, S. C.; Horace Lohnes, Washington attorney; Mayor Jennings Thompson of Spartanburg; Federal Judge Cecil Wyche; William Schudt Jr., CBS station relations; Earl Gammons, CBS Washington vice-president. Both stations are headed by Walter Brown.

New Spartanburg Radio Center Open

"RADIO DAY" was officially proclaimed Oct. 30 by Mayor Jennings L. Thompson, of Spartanburg, S. C., to mark the dedication and opening of the new Radio Center housing WSPA and WORD. Both are now housed in the center which was recently completed at a cost of more than $75,000, and represented the final phase of a $200,000 equipment and building program.

National figures joined Walter Brown, director of the stations, and local officials in dedicating the stations' new home. Director of Economic Stabilization James F. Byrnes, Spartanburg's "first citizen", sent greetings by transcription, while Senator Burnet R. Maybank (D-S.C.) spoke in person. Others present included Earl Gammons, William Schudt, C. J. Jacobs, A. E. Joscelyn and A. D. (Jess) Willard Jr., of CBS; Roger Peace and Bevo Whitmire, owner and manager of WFBC, Greenville, and others prominent in local, regional and national radio circles. Chairman James L. Fly, of the FCC, sent greetings by letter.

The new structure, which houses more than 8,000 square feet of studios, staff and administrative offices, incorporates modern developments of radio building.

HECTOR CHEVIGNY, Hollywood radio writer, has completed a new historical novel. *Lord of Alaska: Baranov and the Russian Adventure.*

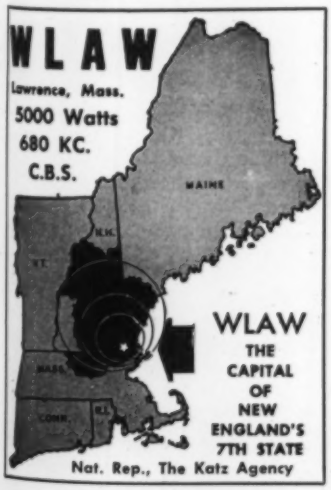
Kids Pass Quiz

UNDER supervision of William Eddy, head of the Navy Radio Material School, Chicago, the *Quiz Kids* took the "Eddy Test", aptitude exam for technical radio. Quiz Kids Claude Brenner, 14, Van Dyke Tiers, 15, and Richard Williams, 12, passed and would be classified as Radio Technicians 2d class, were they old enough to enter the service.

Steingut Re-elected

IRWIN STEINGUT, chairman of the board of WLIB, Brooklyn, was re-elected to the New York State Assembly for another two-year term in the Nov. 3 elections. He was candidate on the Democratic-American Labor Party ticket.

CHAIRMEN of a new cycle in the CBS series *Invitation to Learning*, Nov. 8 through May 30, will be: Irwin Edman, philosophy professor of Columbia U; Louis Untermeyer, author and compiler of anthologies; Harry Gideonse, economics expert; Lewis Gannett, book critic of the *New York Herald-Tribune*; John Anderson, drama critic of the *New York Journal-American*.



WAKEFIELD PRAISES RADIO WAR EFFORT

AMERICAN broadcasting has grown up in the spirit of free enterprise and should continue in this atmosphere, said Ray C. Wakefield, FCC commissioner, in an address last week before the Commonwealth Club of San Francisco.

Although independent broadcasting has not developed to the limit of its potentialities in the public interest in the past, Mr. Wakefield believes that it can and will do so in the future.

He described the increased participation of FCC in war activities, citing the work of 900 engineers and radio technicians of the Radio Intelligence Division who uncover subversive radio activities and intercept enemy communications on submarines and planes off the coast. He lauded the accomplishments of the 450 experts of the Federal Broadcast Intelligence Service who through world wide monitoring and news analysis digest 2,000,000 words of broadcasts daily and supply American Government and military agencies with competent information on enemy activities.

The FBI's monitoring system, Commissioner Wakefield pointed out, has uncovered distorted and exaggerated statements made by Rome, Berlin and Tokyo propagandists, who in some instances beamed a different account of the same story to several countries in order to further Axis interests.

FCC's stand on controversial issues such as the chain broadcasting and network regulations and the Petrillo ban on recording was discussed by Mr. Wakefield. He said the FCC "sought to prevent stations from entering into contractual relationships with networks which made it impossible for them to fulfill their duty in the public interest." FCC intends to stimulate or at least permit the growth of other networks, he declared.

Mr. Wakefield favored licensing of educational institutions and other non-profit bodies for their increased use of radio if in so doing program content is placed above commercialization, and the democratic process is furthered.

Television Experiments

IN PREPARATION for the formal reopening of WPTZ, television station of Philco Corp., Philadelphia, the new television transmitter at Wyndmoor, Pa., is conducting a series of test programs on Philco's experimental television station, W3XE, so that owners of receiving sets may make directional adjustments to the receiving antenna. Started Oct. 28, and continuing each Wednesday evening, W3XE transmits a receiver test chart and a feature film, and the television audience is being polled on the quality of reception of these experimental programs.

C'mon Down!

.....meet the folks who have made our neck of the woods a gold mine for the prospector with merchandise to sell.... 74,000 NEW folks with $227,000,000 in defense money to spend... C'mon down... and send your message to them over

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT
96 Red Network commercials wkly.

BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings – South East Rep

WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

AFRA SOON TO ASK WAGE INCREASES

AMERICAN Federation of Radio Artists will soon ask employers of their members for increases in the minimum wage scales in proportion with increases in the cost of living as called for in AFRA contracts, George Heller, executive secretary of the New York local, told the local's annual membership meeting last Thursday. Demands for these increases will be submitted to employers in the near future, he said, and then referred to the War Labor Board for approval, as stipulated in the wage regulations recently set out by the Government.

Mr. Heller's annual report dealt largely with the local's war activities including the work of its members in helping to establish and maintain the *Stage Door Canteen* and in arranging for the commercial radio series of that name. On the business side, he stated that the New York local had collected claims totaling $73,281 for its members in the past year, covering 1,456 individual claims.

Local board members for the coming year were elected as follows:

Actors—Bill Adams, John Brown, Alan Bunce, Ted DeCorsia, Eric Dressler, Betty Garde, House Jameson, Anne Seymour, Ned Wever.

Announcers—Mel Allen, Ben Grauer, George F. Putnam Jr. (NBC), Jen Roberts, Warren Sweeney.

Singers—Gordon Cross, Phil Duey, Felix Knight, Evelyn MacGregor, Alex McKee, Walter Preston, Claude Reese.

Fred Birnbach

FRED BIRNBACH, 52, of New York, international secretary of the American Federation of Musicians, died Nov. 2 at Minneapolis. Mr. Birnbach, a native of Minnesota, had been secretary of the AFM since 1936. He is survived by his wife, known professionally as Helen Westlake.

LUD GLUSKIN, musical director of CBS Hollywood, has been signed to compose and conduct musical score of the RKO film, "Two Weeks to Live", starring *Lum & Abner*.

Detroit Impasse

(*Continued from page 12*)

bill (S-2874) in the pigeonhole of the Interstate Commerce Committee. Meanwhile, the Clark Bill is being studied by several Government agencies, among them the Army and Navy, FCC, OWI and Dept. of Justice.

Neither Senator Clark (D-Idaho) nor Senator Wheeler (D-Mont.) indicated as the weekend approached that any immediate action on the measure was likely. Senator Wheeler had conferred during the previous week [BROADCASTING, Nov. 2] with representatives of the competing parties in the AFM recording strike, but he was not ready to announce any action leading toward a possible settlement of the dispute.

As a result of the elections last week, whittling the Democratic plurality down to a small number of votes, talk is heard in Congressional circles that labor legislation may be introduced in the next Congress, after it convenes in January. Present labor laws protect the AFM in its made-work tactics and use of standby musicians. Dept. of Justice efforts to amend the anti-trust laws have also been directed toward revision of Federal labor laws.

New Publication

A NEW publication, *Electronic Industries*, devoted to applications of the electronic arts to industry, made its appearance this month. It is published by Caldwell-Clements Inc., New York, publishers of *Radio Retailing Today*. Its editor is O. H. Caldwell, former Federal radio commissioner.

DENNIS DAY, vocalist on the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grape-Nuts), has been signed to a five-year film contract by Charles Rogers Productions.

ASKED BY EISENHOWER
General Sought Appointment of Butcher as Aide

IT WAS the personal request of Gen. Dwight D. Eisenhower, rather than any other influence, which led to the appointment of Lt. Com. Harry C. Butcher, former CBS Washington vice-president, as naval aide to the commander of the American forces in the European theatre stationed in London.

It was erroneously stated in BROADCASTING that the White House made the appointment, which actually grew out of Com. Butcher's intimate personal friendship with the general. How the appointment came about is stated in an article on Gen. Eisenhower appearing in the Nov. 9 *Life*, which states:

"The General lives with his naval aide and long-time friend, Lt. Com. Harry C. Butcher, in a furnished hotel flat. An extremely gregarious man, Eisenhower is unhappy unless he has old friends by his side . . . To obtain the services of Com. Butcher — a naval reserve officer and a former vice-president of CBS — Eisenhower first had to win Navy approval of the appointment. After due consideration, the Navy legalists could find no precedent for granting his request, but neither could they find any precedent for denying it. Now, says Butcher, 'I'm an amphibian.'"

FCC War Ruling

(*Continued from page 9*)

may obviously solve this problem. There is still a possibility, too, that the FCC may see fit to allow stations within a given area permission to work out a staggered broadcast schedule which would serve to conserve equipment and still provide service to listeners.

Relaxation of engineering standards is realized in part through reduction of db., offset by adjustments of the transmitter which compensates for the reduction of radiated power incurred by the db reduction. To permit this change without any loss of effectiveness the BWC Manual of Instructions which is being mailed to stations will explain the manner in which maximum conservation can be realized without any injury to service.

Pooling Plan

A voluntary pooling plan is still under study, it is understood. Effectiveness of such a program is questioned in some official and industry quarters owing to the rigid control now exerted by the WPB over tubes and replacement parts. It is pointed out that WPB allows equipment only when it is convinced that all replacement efforts have failed.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION KTHS HOT SPRINGS, ARK.

10,000 Watts Days, 1,000 Watts Nights, 1090 Kc., Blue Network

KENNETH K. KELLAM, *Manager*

KTHS at Hot Springs, paradoxically speaking, is the *oldest* and *newest* radio station in Arkansas. Oldest station serving Arkansas (one of the oldest in the U. S.), it is the newest in point of equipment, programming and management.

Under new management (Radio Broadcasting, Inc.) headed by John McCormack, Radio Station KTHS is winning *new listeners* and *new advertisers*.

With 10,000 watts, KTHS offers the best daytime coverage in Arkansas (171,489 radio homes). It's the most powerful Blue Network outlet in this section — also a clear channel station, thereby reaching a large rural audience with increased incomes from lumber industries, farming and big war projects.

KTHS is represented nationally by *The Branham Co.*

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

The Coca-Cola Company presents

America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. E. W. T. EVERY NIGHT EXCEPT SUNDAY

COPYRIGHT 1942, THE COCA-COLA COMPANY

Over 100 Pledged For Retail Survey

Morency Finds Good Response To Fund-Raising Campaign

WELL OVER 100 stations have pledged their support to the retail study proposed by the NAB, it was reported at a meeting of the association's Retail Promotion Committee in New York last Friday. Paul W. Morency, WTIC, Hartford, chairman of the committee, told BROADCASTING the committee was "highly pleased" with the results of the announcement of the plan at NAB district meetings and with the response to the committee's original mailing.

The more than 100 stations which have already pledged contributions to the industry-wide campaign for $150,000 to finance the retail study represent a cross-section of the industry, Mr. Morency said, including stations in all categories—national, regional and local, and comprising both network affiliated and non-network stations.

Non-Members Sign

The plan, which is expected to result in an appreciable increase in the use of radio by department stores and other retail establishments, calls for a study analyzing the present and probable future problems of retail merchandising, to be made under supervision of Sheldon R. Coons, general business counsel, of New York. The study is to be financed by the broadcasting industry, NAB members and non-members alike [BROADCASTING, Nov. 2]. A number of stations which are not NAB members have already pledged their support of the program, it was stated.

Attending the New York meeting were: Mr. Morency; Mr. Coons; Walter Johnson, WTIC, Hartford; Dietrich Dirks, KTRI, Sioux City; Arthur Hull Hayes, WABC, New York; John M. Outler, WSB, Atlanta; William C. Roux, WEAF, New York, representing Sherman D. Gregory. William C. Gillespie, KTUL, Tulsa, was unable to attend. C. E. Arney, assistant to the president of NAB, sat at the session.

JOHANNES STEEL, news commentator of WMCA, New York, has signed a contract with the *New York Post* for a thrice-weekly column to appear on the editoral page under the heading, "Steel Filings".

Swats Joins Rep

ROBERT L. SWATS, Jr., formerly in charge of testimonials and publicity on individual accounts for Blackett-Sample-Hummert, Chicago, has joined Radio Advertising Corp., station representatives, as manager of the Chicago office. Mr. Swats who handled promotion, premium offers and contracts with stations on The General Mills, Procter & Gamble, Falstaff and Wander Co. accounts, succeeds James Kelley, who is awaiting induction orders from the Navy.

Mr. Swats

Higgins Succeeds Spadea

HAROLD HIGGINS, formerly manager of the Chicago sales office of WOR, New York, and Western manager of Paul Raymer Co., station representative, has joined Joseph Hershey McGillvra as manager of the Chicago office. Mr. Higgins, a veteran in radio sales, was at one time manager of WBZ, Boston. He succeeds Joe Spadea, who has entered the Army Air Forces as a radio technician.

MBS 45.8% Gain

MUTUAL's gross billings for the first 10 months of 1942 were $7,865,138, an increase of 45.8% over the figure for the same period last year, and the highest total to be attained by the network in its eight years of operation. Gross billings for the full 12 months of 1941 were $7,300,955. October's billings this year dipped from $839,829, for the same month in 1941, to $773,222, a drop of 7.9%.

San-Nap-Pak Spots

SAN-NAP-PAK MFG. Co., New York, currently conducting an intensive newspaper campaign in Eastern cities for its sanitary napkins, is also using spot announcements for the product in New York, Hartford and Boston. Commercials include an offer of a box of Lydia Grey cleansing tissues free with each purchase of a box of San-Nap-Pak. Agency is Biow Co., New York.

Late Personal Notes

ARTHUR GOLDMAN, director of printed advertising of the American Tobacco Co., New York, and formerly account executive for Lucky Strikes at Lord & Thomas, New York, has resigned.

HERBERT L. WILSON, formerly consulting engineer of WBNX, New York, has been promoted from captain to major in the Signal Corps.

TOM CARSON, timebuyer of Pedlar & Ryan, New York, has been inducted into the Army, reporting Nov. 13. No successor has yet been named.

IRWIN ROBINSON, executive editor of *Advertising Age*, has resigned to take over the newly-created position of director of information of the Advertising Council. He will assume his new duties in about two weeks.

JACK SULLIVAN, promotion manager of WNEW, New York, has been inducted into the Army and reports Nov. 11 to Camp Upton, Long Island. WNEW has not yet named his successor.

FRANK J. O'CONNELL, for 15 years on the Chicago sales staff of Newspaper Groups Inc., has joined the Chicago staff of BLUE spot sales.

ERIC SEVAREID, chief of the CBS Washington news bureau, returned to his desk last Wednesday, fully recovered from an appendectomy.

BRUCE DODGE, producer of *Take It Or Leave It*, the Sunday night CBS program sponsored by Eversharp, was inducted into the Army last week. No successor has as yet been named by Vick Knight, executive producer of radio for the Biow Company, agency handling the show.

HERMINIO TRAVIESAS, chief of the traffic department of NBC's International Division, has resigned to join the Coordinator of Inter-American affairs as traffic manager in the radio division. Succeeding him at NBC is John B. Williams, former assistant traffic manager.

SHERMAN D. GREGORY, general manager of WEAF New York, underwent an emergency appendectomy in Doctors Hospital, New York, last Friday.

JANE TIFFANY WAGNER, formerly director of home economics for the public relations division of Standard Brands, has been appointed director of women's war activities for NBC, William S. Hedges, vice-president in charge of stations, announced last Friday. Appointment becomes effective Nov. 9. Mrs. Wagner will be available to NBC affiliates for consultation on war problems, Mr. Hedges said.

GEORGE ALLEN, program director of WABC, CBS New York key, is in the New Rochelle, N. Y. hospital, following an attack of pneumonia.

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

CASE HISTORY #31
The Levis Music Stores, Rochester's largest musical merchandisers started one announcement every day schedule [illegible]station WHEC in July, 1936. At the

MUSIC ANNOUNCEMENTS MAKE CASH-REGISTER MUSIC
FOR THE LEVIS MUSIC STORES
Western New York's Leading Music Merchants

WERE IT possible for the Levis Music Store to take inventory of their customers, hundreds would be found to have originated through WHEC. For, from purchaser of a Steinway to buyer of records, or to students in the instruction courses sponsored by the Levis Stores, the first germ of the idea is often implanted by Levis Music Stores' simple chain break announcements.

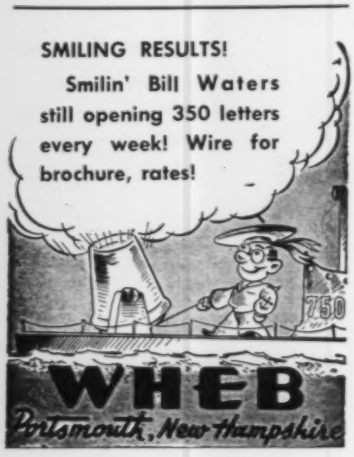
SEVEN YEARS of non-stop broadcasting on this station shows the important part WHEC plays in Levis advertising.

"Results" is the Reason WHEC is Rochester's Favorite Station with both local and national sponsors!

WHEC
ROCHESTER, N.Y.
BASIC CBS McKinney & Son, Representative

Blue-NABET Dicker

NEGOTIATING committee of the National Assn. of Broadcast Engineers & Technicians held discussions with BLUE Network executives last week regarding a permanent contract covering their members who are now employed by the BLUE [BROADCASTING, Nov. 2]. Since separation of the BLUE from NBC, BLUE engineers have operated under the terms of the NBC contract. A tentative BLUE contract was drawn up and discussed last week, but was temporarily shelved until the committee can discuss its terms and conditions with the NABET membership.


SMILING RESULTS!
Smilin' Bill Waters still opening 350 letters every week! Wire for brochure, rates!
750
WHEB
Portsmouth, New Hampshire

Use of Name Talent May Be Restricted As Result of Federal Wage Freezing

HARD HIT by the wage freezing order, text of which was announced Oct. 29 by the Economic Stabilization Committee, Hollywood originating transcontinental and regional network shows utilizing name guest talent are jittery with no apparent solution to the situation. Under present set-up, numerous programs may have to forego guest stars unless some new interpretation is to be read into the $25,000 annual wage ceiling.

Reverberations of the order are making themselves felt among national advertising agencies using film guest stars. A couple of advertising agencies, it is understood, have already met with refusals from talent agents who decline to consider player deals for sponsored network programs until the matter of client remuneration has been satisfactorily cleared.

Two Stars Cancel

Paulette Goddard was the first film star to cancel a radio appearance because of the salary freeze. She refused to make a scheduled appearance on the Nov. 9 broadcast of the CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux). As result, J. Walter Thompson Co., agency servicing the account, brought in Varonica Lake as substitute star. When advised she would not be paid for the broadcast, after admitting having earned more than $67,250 thus far this year, Miss Goddard cancelled off the program.

Agency executives declare her attitude did not reflect the general feeling of film talent for radio appearances. It was pointed out that 90% of the top stars are willing to cooperate, realizing the value of radio exploitation to their names and vehicles.

J. Walter Thompson Co. has made a few advance bookings for *Lux Radio Theatre*, and also for the weekly NBC *Chase & Sanborn Show* sponsored by Standard Brands (coffee). Beyond that, however, agency executives decline to make predictions.

It is generally believed the CBS *Screen Guild Players*, sponsored by Lady Esther Co. (cosmetics), will not be affected by the ruling inasmuch as all name talent appearing on that broadcast do so without compensation. Players donate services gratis, with money derived as salary going to the Motion Picture Relief Fund.

Of immediate concern to advertising agencies is whether film studios will permit contract players and stars to make radio appearances. Such outside work, it was pointed out, would raise earnings of talent to the ceiling limit and thus deter further picture work. Film producers, under those conditions, might insist that contractees first work out their allowable income within the motion picture industry.

Incorporated Talent

Since a clause in the directive permits payment to a corporation, wage ruling, unless otherwise interpreted, will not affect the NBC *Rudy Vallee Show*, sponsored by Sealtest Inc., it is generally believed. In instance cited, weekly salary is made payable to Rudy Vallee Orchestra Units Corp., with greater portion, it was said, being turned over to the Coast Guard and Navy Relief. Bing Crosby, star of NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., reportedly falls into a similar corporative category.

With the weekly NBC *Jack Benny Show*, sponsored by General Foods Corp. (Grapenuts Flakes), subject to the new ruling, plans had been set up at press time for a conference of agency and talent representatives to arrive at a working solution of the problem. As a package show at a reported $22,500 weekly, opinion was not clear as to whether the program was under jurisdiction of the wage-limit legislation.

Young & Rubicam, agency servicing the foods account, has two other West Coast originating network shows. They include the NBC *Time to Smile*, sponsored by Bristol-Myers Co., and the CBS *Burns & Allen Show*, sponsored by Lever Bros. (Swan soap).

Money in Escrow

Meanwhile, with status still undetermined, agencies at press time were proposing to issue pay to musicians and talent of package shows. Monies normally due those who are already beyond the maximum earning range of the year would be put into escrow, it was said. Another plan suggested was to hold back issuance of checks until application of the ruling is made clear.

There are close to 50 Hollywood radio stars classified as film stars also who are affected by the stabilization order. With various interpolations to the freezing, advertising agency and network executives, as well as talent and their brokers, are hoping for a clarification of the situation.

Some 15 major talent agencies handling about 90% of the talent for film and radio with commissions on same estimated as between six and seven million dollars annually are affected. With no interpretation of the ruling, they too are at a loss as to show how it applies in their particular case.

Helen Troy Horton

HELEN TROY HORTON, 38, Hollywood radio and film comedienne, died Nov. 1 following an illness of two years. Known professionally as Helen Troy, she was in radio more than 14 years, having started on KYA, San Francisco, teaming up with John Patrick, in one of radio's earliest serials, *Cecil & Sally*. Surviving are her husband, Dr. Alton E. Horton, and two children, Kathryn Jane and Troy Thomas. Funeral services were held in Los Angeles Nov. 3 with burial in Holy Cross Cemetery, San Mateo County, Cal.

CALLING CARDS

A calling card gives your name . . . and that's about all. It doesn't make much impression on a stranger . . . an old friend deserves something a little more.

Are you just doing "calling card" advertising for the duration? Or are you really keeping the interest and goodwill of your old customers, and your after-the-war prospects, by giving them something they value—radio entertainment—to remember you by?

CFRB
TORONTO
860 KILOCYCLES

IT'S NO **MILITARY SECRET** THAT OVER

$200,000,000 is being spent for defense and allied industries, with an increase in the annual payroll of $25,000,000, at San Bernardino, California.

Home of **KFXM** Mutual Don Lee

The Only Local Network Station Serving This Great Wealth

AFRA Chiefs Visit Washington To Quiz Government on Freeze

Urge That Wage Order Be Interpreted To Allow Continuation of Private Broadcasting System

CONCERNED with the possible effects of the salary limitations order issued by James F. Byrnes, Director of Economic Stabilization, upon the continuance of the present system of broadcasting and particularly upon the employment of members of the American Federation of Radio Artists, three AFRA representatives — Emily Holt, national executive secretary, George Heller, national associate secretary, and Henry Jaffe, national associate counsel—went to Washington last Tuesday to discuss the matter with the government officials charged with the application and enforcements of the provisions of the ruling.

On their return to New York on Thursday they reported that in their conversations they had explained the apparent effects of the ruling upon the various classes of AFRA members and had urged that, so far as is possible within the limitations of the ruling, it be interpreted so as to permit the present system of broadcasting and the advertising upon which it is based to continue without change. Declining to speak further at this time, they expressed the hope that clarification would be forthcoming from the government in the near future.

Checks Withheld

A similar reticence in making definite statements on the effect of the Byrnes ruling was shown by leading New York advertising agencies, which handle major radio talent, when they were queried last week by BROADCASTING as to their future policy on weekly payments to radio stars affected by the ruling.

Both Young & Rubicam and Lord & Thomas withheld last week's check distributions to their respective radio stars who have already been paid more than the authorized $25,000 for this year, it was learned, and it is probable that other agencies with talent affected by the Byrnes edict acted likewise. The agencies contacted by BROADCASTING all reported that the salary limitations order was now being studied by lawyers and tax experts, and that no statements will be made until the ruling is thoroughly clarified and a payment policy can be set up.

Letter Sent Out

Earlier in the week members of AFRA received a letter signed by Mrs. Holt, Mr. Heller and Mr. Jaffe advising them to notify AFRA immediately if employers withhold payment of any increases in compensation called for by their contracts and "to sign no modifications of existing agreements at the request of your employers without consulting National AFRA and to enter into no new agreements without such consultation."

Stating that "certain fundamental principles appear to be established and others remain to be clarified by further opinions and regulations," the letter itemizes the following interpretations of the present status of the contracts of AFRA members:

Status of Members

1. Increases in your compensation pursuant to the terms of your individual contract under an established plan of pay increases based on length of service (such as so-called "option" contracts) are not affected by the Order nor subject to the approval of any Board or Commission (except as affected by paragraph "4" below). Your employer is not justified in withholding any compensation under such contracts. If this occurs, you are requested to notify the AFRA National office immediately.

2. If you are a staff employe under an AFRA contract providing for stated increases in pay dependent upon length of service, individual promotions or merit increases you are entitled to such increases and your employer is not justified in withholding such payments. If such withholding occurs, you are requested to notify the AFRA national office immediately.

3. With respect to increases under basic collective bargaining agreements dependent on cost of living clauses, the National War Labor Board has jurisdiction and its approval must be obtained. AFRA will take appropriate steps to consult with your Locals and advise you of any proceedings and their results.

4. The limitation on individual earnings over $25,000 a year does not presently admit of any general statement to the membership at large. Individual cases should be referred to the AFRA national office, and with the greatest possible celerity AFRA will seek to clarify the various problems and to secure appropriate governmental rulings concerning them.

5. The problems of free lance players receiving above minimum does not appear to be embraced under any existing regulations with any degree of definiteness which justifies advice as to their status at this time. We realize that this is a matter of grave concern to many of our members and appropriate steps are being taken to clarify the situation.

Federal Wage Limits

(*Continued from page 9*)

der established merit and promotion systems, increases will be permitted without the routine of Treasury approval.

Under the Stabilization Act, employes in executive, administrative and professional positions—including radio talent, newsmen, production men—but not bound by formal wage contracts, are under authority of the Bureau of Internal Revenue. Other employes under contract will be regulated by the War Labor Board. Wage-Hour Act definitions which will be used in interpreting the Act require that executives receive at least $30 a week, and "administrative" not less than $200 a month.

Establishments employing eight or less are exempt from the freeze.

Field Offices Opened

War Labor Board will handle applications for raises in cases of employes covered by wage agreements through ten regional offices soon to be set up, and through more than a hundred offices of the Wage & Hour Division now in operation.

Employers and union representatives seeking upward wage adjustments will receive information at the Wage & Hour offices, and file their applications at the new regional WLB offices soon to be opened in Boston, New York, Philadelphia, Atlanta, Dallas, Kansas City, Cleveland, Chicago, Denver, San Francisco — the ten Office of Emergency Management regions.

Under plans of the Bureau of Internal Revenue and the WLB, decisions will be issued by the regional offices, with possible appeal to Washington headquarters in cases of fact.

Educators Meet

MORE than 10,000 members of the Minnesota Education Assn., meeting at the Minneapolis Municipal Auditorium for their State convention Oct. 29-31, visited the WCCO booth on display there. *The School of the Air of the Americas* was featured in the WCCO exhibit, devoted to the display of teaching and learning tools and equipment. Each registrant received the *Teacher's Manual* and *Classroom Guide*. Max Karl, WCCO's educational director, was in charge of the broadcast as well as of the booth.

Gospel Series Renewed

GOSPEL BROADCASTING Assn., Los Angeles, on Oct. 31 renewed for 52 weeks the *Old-Fashioned Revival Hour* on the full Keystone transcription network of 202 stations. The weekly hour program is also heard live on 200 MBS stations, Sundays at 9-10 p.m., and transcribed on almost 100 additional stations, making a total of approximately 500 stations that carry the program weekly. R. H. Albers Co., Los Angeles, is agency.

"Cap" Cotton says: "MEMPHIS IS THE COTTON CAPITAL OF THE WORLD AND THE INDUSTRIAL CAPITAL OF THE MID-SOUTH."

Covered by WMC ★ 5,000 Watts Day 1,000 Watts Night MEMPHIS, TENN.
NBC RED NETWORK
Owned and Operated by THE COMMERCIAL APPEAL
Represented Nationally by THE BRANHAM CO.

Personalities that sell

'Beats anything we've ever done'

It takes more than a title to make a homemakers' hour. Chief ingredient is a homemaker who knows her stuff, and how to get it across—

like Helen Watts Schreiber, nationally-known feature writer, whose daily program on KSO has produced generously for participating sponsors both local and national, including Blue Barrel Soap, Carey Salt, Hilex, Scotch Tape.

Writes one sponsor: "Our results from Helen Watts Schreiber's program are more than gratifying—a large number of good inquiries."

Says another: "The response outshines anything else we have done, and at far less expense. We'd have been happy with 20 returns; we received 102."

Helen Watts Schreiber is just one of many Iowa personalities who give KSO and KRNT the Personality that makes friends with our listeners—and customers for our advertisers.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register and Tribune
Represented by The Katz Agency

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

WCAR

Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Election Has Slight Effect on Industry

New Coalitions Seen as Factor When 78th Congress Meets

EXCEPT for the possibility of tighter Congressional coalitions against New Deal ventures, the surprisingly large Republican gains in last week's elections should, judged preliminarily, have little or no effect upon the radio and advertising businesses so far as legislation is concerned.

Political observers generally saw in the Republican gains of more than 40 seats in the House and nine in the Senate a blow at the Administration, although the Democratic majority continues in both houses—very slight in the House, still substantial in the Senate. It it too early, it was conceded, to forecast just what effect the changes will have on radio. It all depends on the calibre and interests of the men elected. They take their seats next Jan. 3, and few if any of the new electees are notable for their radio backgrounds.

May, Murphy Lose

Two men closely identified with radio went down to defeat in the elections, both seeking Senatorial togas. Foster May, the newscaster of WOW, Omaha, running as a Democrat, ran third on the ballot which swamped the veteran Senator Norris, Nebraska independent, whose place will be taken by Kenneth S. Wherry, a Republican. Senator Norris, who bore President Roosevelt's endorsement, afterwards blamed Foster May's insistence upon remaining in the race for his defeat.

Former Gov. Francis P. Murphy, who switched from the Republican to the Democratic party last year, was defeated by incumbent Republican Senator Styles Bridges in the New Hampshire elections, during the course of which Mr. Murphy was charged with using his own radio station, WMUR, Manchester, a new regional outlet which went into operation last year, to take unfair advantage. These charges led to an FCC inquiry [BROADCASTING, Nov. 2].

Introducers of Senate and House bills to investigate the broadcasting industry as a result of network refusal to accept a proposed program of the Cooperative League of the U.S.A. were defeated in the election, according to unofficial returns. The Senate bill was introduced by Senator Norris, the House bill by Rep. Gehrmann (Prog.-Wis.).

Defeated in the State of Washington, where he ran for Congress from the Spokane district, was former Senator Clarence C. Dill, co-author of the old Radio Act and also of the Communications Act of 1934. The Democratic ex-Senator Dill's comeback attempt was defeated by a Republican, Walter Horan.

THIS IS THE ARMY and Stan Lee Broza, program director of WCAU, Philadelphia (center), as a volunteer waiter at the Philadelphia Stage Door Canteen, is taking orders from Staff Sgt. Ezra Stone (right), who was radio's original "Henry Aldrich", and Corp. Pinkey Mitchell, also a former radio entertainer, who are with the all-soldier show, "This Is the Army." It wasn't so many years ago that Stone and Mitchell used to take orders from Broza on the long-running *WCAU Children's Hour* for Horn & Hardart.

Retaining their seats in Congress are Karl Stefan (R-Neb.), former announcer of WJAG, Norfolk, Neb., and Richard B. Wigglesworth (R-Mass.), a frequent critic of radio and its regulation.

WHIS Owner's Short Term

The newspaper-radio ranks, which last year furnished the U. S. Senate with an appointive short-term Senator in the person of Roger Peace, publisher of the *Greenville* (S.C.) *News-Piedmont* and owner of WFBC, will have another such figure in the upper chamber during the next six weeks. He is Hugh Ike Shott Sr., president of the *Bluefield* (W. Va.) *Telegraph*, licensee of WHIS, a one-time Republican member of the House who was elected last week to serve until next Jan. 3—or until Senator-elect Chapman Revercomb, Republican, can take the seat.

Mr. Revercomb, incidentally, defeated West Virginia's Gov. M. M. Neely, Democrat, for the regular six-year term; Gov. Neely's initials were used for the call letter of WMMN, Fairmount, W. Va., when that station was founded during his former incumbency as a Senator, though he has no financial interest in the Storer-owned outlet.

Some changes will occur on the various committees charged with radio legislation, with more Republicans likely to get places when the committee reorganizations come next January and with the margin of Democratic control narrowed down. The Senate Interstate Commerce Committee will continue to be headed by Senator Wheeler (D-Mont.), who was not up for reelection. Senator D. Worth Clark (D-Idaho), proponent of the Petrillo inquiry, also was not required to run. Progress in the Senate on the proposed Petrillo probe, incidentally was completely stymied last week by the election.

Committee Lineup

Chairman Wheeler's committee loses only one member, Senator Schwartz (D-Wyo.), who was defeated by E. V. Robertson, Republican. Mr. Robertson may win an assignment to the committee, which will, unless unexpected changes are sought next January, still have on it such Republicans who have always evinced an interest in radio as Senators Wallace White Jr., of Maine; Charles W. Tobey, of New Hampshire, Chan Gurney, of North Dakota, none of whom had to stand for election this year.

On the House side the chief radio committee, House Interstate & Foreign Commerce Committee, had already lost two Democratic members in the primaries—Rep. Jared Sanders of Louisiana, author of the apparently moribund Sanders Resolution, and Rep. Luther Patrick, former news commentator of Birmingham.

Rep. Lea Reelected

Chairman Clarence Lea (D-Cal.) will continue to head the House committee, but these members will not return: William P. Cole Jr. (D-Md.); Edward A. Kelly (D-Ill.); W. E. Courtney (D-Tenn.); Charles L. South (D-Tex.); Oscar Youngdahl (R-Minn.).

Of some interest to the broadcasting industry was the election of John J. Dempsey, former Congressman from New Mexico and later an Assistant Secretary of the Interior, to the governorship of that State. As a Democratic member of the House, Mr. Dempsey, father of William Dempsey, former FCC chief counsel now in radio practice in Washington, successfully sponsored establishment of separate radio press galleries in Congress.

GREGOR ZIEMER, foreign expert of WLW, Cincinnati, and author of *Education for Death*, was technical director for the RKO picture "Hitler's Children," based on his book.

It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of BROADCASTING

REORGANIZATION of the NAB "to make it the formidable trade association it should be to fight the battles of the industry", and the advisability of abolishing the executive committee and engaging a paid president, were among the issues at the tenth annual NAB convention in St. Louis Nov. 14-16. The convention elected Alfred J. McCosker, director of WOR, Newark, as president, pending plans to engage a paid executive, and gave a vote of confidence to Oswald F. Schuette, NAB director of copyright activities, for his campaign against ASCAP. Philip G. Loucks was retained as managing director with a 10% increase in salary to $10,000 per year.

•

WORLD Broadcasting System has opened a new production studio on the 25th floor of the Chicago Daily News Bldg., where the WMAQ studios are located. This is the third of the WBS studio group, the others being in New York and Hollywood. Opening of the Chicago plant was directed by A. J. Kendrick, president of Sound Studios of New York Inc., WBS subsidiary. Edward G. Forman Jr., formerly with Blackett-Sample-Hummert & Gardner, Chicago, has been assigned to take charge of the studios.

•

RCA and its various subsidiaries, including NBC and RCA Victor Co., become wholly independent in status by virtue of a consent decree entered by the Federal District Court at Wilmington, Del., Nov. 21, settling without prosecution the anti-trust suit instituted against RCA and a dozen associated and affiliated companies in May, 1930. Under the decree, General Electric and Westinghouse must divest themselves entirely of their present stock control of RCA.

•

IN AN opinion denying the contention of abridgement of free speech on the air, and rejecting the theory of radio property rights, the Court of Appeals of the District of Columbia Nov. 28 affirmed the decision of the Radio Commission deleting KGEF, Los Angeles, because of the utterances of Rev. Robert P. Shuler.

•

AN EXCHANGE arrangement has been made by KMOX, St. Louis, with the *St. Louis Star-Times*, whereby the newspaper presents three 10-minute newscasts over the station and in return gives KMOX a half-column ad daily. The deal was made by Elzey Roberts, publisher, former chairman of the ANPA radio committee.

•

WHEC, Rochester, has been sold in part to the Gannett Newspapers, publishing the *Rochester Democrat & Chronicle* and *Times-Union*, by Clarence Wheeler. Mr. Wheeler will continue to direct WHEC, and Gunnar O. Wiig will remain as general manager.

•

A TOTAL sales gain of 35.1% for all radio advertised products in radio homes, as compared with non-radio homes, is shown in an analysis made for CBS by Prof. Robert F. Elder, of the Massachusetts Institute of Technology.

•

HAROLD A. LAFOUNT, Federal Radio Commissioner, was speaker at the inaugural program of the new 50,000-watt WSM, Nashville, held Nov. 12. Among the guests were George F. McClelland, assistant to President M. H. Aylesworth of NBC, and Vice-Presidents Niles Trammell and Frank Mason of NBC.

RADIO will be used with newspapers in a million dollar advertising campaign to be financed by the Brazilian Government to promote the sale of coffee. N. W. Ayer & Son handles the account.

•

WILLIAM C. GILLESPIE, formerly with WKY, Oklahoma City, and WMBD, Peoria, has been appointed manager of KSO, which has just been moved from Clarinda to Des Moines by the *Des Moines Register & Tribune*. Steve Cisler, formerly with WLS, Chicago, WGAR, Cleveland, and WMBD, has been named assistant manager, and Dan Frey, former radio director of the Stoner-McCray System, is advertising manager.

•

JULIUS SEEBACH, CBS director of program operations, on Oct. 26 was awarded a medal by the Poor Richard Club of Philadelphia, which he addressed on the subject of advertising the same day.

•

DONALD S. SHAW, formerly a partner in the agency of Cleveland & Shaw, and until recently with Williams & Saylor, New York agency, has joined the New York sales staff of NBC.

•

HARRY SADENWATER, former supervisor of installation and tests for General Electric Co. and since 1930 with RCA Victor Co. as division engineer, has been promoted to sales manager of the engineering products division of RCA Victor.

•

HAROLD THOMAS, formerly with WEAN, Providence, has joined the engineering staff of WSAR, Fall River, Mass.

•

WALTER LOCHMAN, formerly with WNAX, Yankton, and WIBW, Topeka, is now program director of KGBX, which recently was moved from St. Joseph to Springfield, Mo.

•

MILTON H. BIOW, president of the Biow Co., New York agency, has purchased WAAM, Newark, which shares time with WGCP and WODA.

•

HERBERT HOLLISTER, president and manager of WLBF, Kansas City, Kan., and Mrs. Hollister are parents of a son.

FORT INDUSTRY Co., Toledo, has acquired the special AP radio news wire from Press Assn. for all of its six stations— WAGA WLOK WSPD WHIZ WMMN WWVA.

"I'm curious to try any product that can't be sold by WFDF Flint Michigan."

FCC DENIES SHIFT OF WBAX HEARING

MOTION of counsel for Northeastern Pennslyvania Broadcasters Inc., Wilkes-Barre, Pa., seeking to own and operate the facilities of WBAX, that city, to hold further hearings in the case at Wilkes-Barre instead of in Washington, was denied Nov. 6 by the FCC at a full meeting of the Commission. However, the examiner before whom the reopened hearings will be conducted may, at his discretion, order the hearings moved to Wilkes-Barre if future developments warrant such change.

The reopened hearings by the FCC to consider further the fitness of Northeastern and its president, Robert J. Doran, to operate WBAX, were recessed Oct. 31 when George Porter, counsel for the applicant, entered the formal motion to hold further hearings in Wilkes-Barre. The recess on Oct. 31 followed five days of testimony-taking which had produced sharp legal clashes between counsel, and sensational charges against Mr. Doran [BROADCASTING, Nov. 2].

No date has been set for resumption of the hearings in Washington, and no rebuttal testimony or cross-examination of witnesses was undertaken by Mr. Porter prior to the recess.

HOWARD K. SMITH's book, *Last Train From Berlin*, an account of the CBS correspondent's experiences while on assignment in Germany, has been sold for movie purposes to Twentieth Century Fox Film Corp.

WHAT'S WHAT IN Boston

8.

WCOP coordinates radio technique with selling ability to make programs pay a profit.

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

acceptance

BY LOCAL ADVERTISERS IS THE BEST EVIDENCE OF STATION POPULARITY

WISH has more local Advertisers than any other Indianapolis Radio Station . . .

sure . . .

WISH is carrying the Business from National SPOT Accounts, too . . .

In the fifteen month period, July, 1941, to October, 1942, WISH scheduled advertising for 109 NATIONAL SPOT accounts (network NOT included.) WISH never "out-promises" but ALWAYS "out-performs".

You can't "kid" a LOCAL client. He KNOWS which Indianapolis station has the greatest, most loyal listener following. He KNOWS which Indianapolis Station GETS ACTION . . . PRODUCES SALES. Take a cue from HIM. He buys WISH to reach the pocketbooks of the prosperous Indianapolis Market. You'll find it profitable, too!

INDIANA'S Progressive STATION

WISH

INDIANAPOLIS

REPRESENTED NATIONALLY BY FREE & PETERS, Inc.

Growing with the BLUE NETWORK

Phil's Parody

QUIP OF THE WEEK can probably be credited to Phil Baker, m.c. of *Take It Or Leave It*, sponsored on CBS Eversharp, Chicago. Baker parodied on last week's program, "Praise Petrillo and pass the transcriptions."

AP

KGER, Los Angeles, Cal.

. . . AP is the best thing that ever happened to KGER's News on the Hour Every Hour.
C. Merwin Dobyns, Pres. & Gen. Mgr.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

Pickle Test

PERFECT PACKED Products, Long Island City, to H. A. Salzman, New York, for Colonial brand pickles and relishes. Company is testing one-minute announcements in New York, Hartford and Springfield, with a view to expanding the campaign along the Eastern Seaboard.

WNEW Buys Space

NEXT to the advertising columns of the *New York Times* and *New York Herald-Tribune* on a twice-weekly basis, WNEW, New York, is placing a series of five-inch ads, set in the type style of the respective newspaper, and carrying a picture of an advertising or agency man connected with one of WNEW's clients. The campaign started last week with a picture of Norman Livingston, radio director of Redfield-Johnstone, New York agency which places the Howard Clothes account on WNEW.

ALL TIME available for commercial sponsorship on Ed East's *Breakfast in Bedlam* program, heard six times weekly, 7-7:45 a.m., on WJZ, New York, has been sold to sponsors, it was announced last week. Participating are: Schaefer Brewing Co., O'Sullivan Rubber Co., Johnson & Johnson, E. Fougera & Co., Oakland Chemical Co., Griffin Mfg. Co., Adler Shoes, Cooper & Cooper.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORY CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
FOR
RESULTS!

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Experienced Announcer—Draft exempt. Flat salary plus commercial fees on one of South's most progressive stations. 5,000 watt network affiliate. Write, wire or phone Henry P. Johnston, WSGN, Birmingham, Alabama.

Topflight Announcer—Progressive NBC affiliate in Southeast has opening for versatile announcer capable operating studio controls. Good opportunity for advancement. Outline qualifications, draft status, references, past and expected earnings, first letter. Box 5, BROADCASTING.

Salesman—Capable, hard worker, make real money, commission, bonus. New York State. Draft exempt. Box 14, BROADCASTING.

Wanted—By 5 KW Network affiliate, experienced continuity writer. Rush qualifications, age, salary requirements and draft status to Box 17, BROADCASTING.

First or Second Class Operator—Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Announcer—$42 to start. WFDF, Flint, Michigan.

Chief Engineer—Draft Exempt. State qualifications and references. Box 9, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

Announcer-Salesman — Live N. Y. Local. Salary-commission-bonus. Complete details first letter. Box 15, BROADCASTING.

WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 11, BROADCASTING.

First Class Operator—For network station. Experience in broadcasting not necessary. Just so you hold a first class ticket. Good salary. Call or wire WCBT Roanoke Rapids, N. C.

Draft Exempt Announcer—Permanent Job. State all. WMSL, Decatur, Alabama.

5,000 Watt Western Network Station—Wants man or woman experienced in traffic. Must be able to take shorthand and type. Rush complete details including age, experience, salary requirements and draft status to Box 16, BROADCASTING.

Operator—License any class qualified operate broadcast station. Start $130.00 a month, advancement as justified. WGH, Newport News, Virginia.

Announcer—Versatile, capable, congenial. Good opportunity right man. State experience. New York State. Box 13, BROADCASTING.

WANTED—OPERATOR WITH 1ST CLASS TICKET—Wire, write, or phone date available and pay expected. Good job, Good station, Good gang, Good Climate. KTSM, 1000 Watts-NBC. Karl O. Wyler, Gen. Mgr., EL PASO, TEXAS.

Chief Engineer—Permanent Job. Progressive southwest station. New ownership. Applications from any class operator also wanted. Box 21, BROADCASTING.

Situations Wanted

Newspaper Advertising Executive and Promotional Man—Desires association with dominant station having definite market coverage. Age 37, one child, 3A. Fifteen years newspaper work, last ten in own business. Change to war economy eliminates my business. While past earnings have been $7,000 principal consideration are congeniality and progressiveness of ownership and offering of concrete market to advertiser. Available immediately. Box 19, BROADCASTING.

Announcer—Excellent selling voice. College graduate, experienced. Handle all assignments. Not in the draft. Not 4-F. A young lady. Box 20, BROADCASTING.

ENGINEER—Broad experience. Consider chief of regional. Available after February first. Box 22, BROADCASTING.

STATION MANAGER — And stockholder. Seven years newspaper advertising. Five years local and regional radio. Desires larger station or more prosperous market. Box 8, BROADCASTING.

Cultured Young College Woman—Of good family desires position of responsibility with well-established, reputable station or agency. Six years' experience in meeting people; sales service; national station promotion; continuity; traffic; commercial announcing. Expert typist. Familiar with studio audio equipment. Talented musician. Box 18, BROADCASTING.

Thoroughly Skilled News Man—Able to do topnotch job of writing, broadcasting, heading department. Journalism graduate with newspaper background. Knows news-gathering and radio style. Employed at good salary but seeks affiliation with larger station. Draft deferred. Box [illegible] BROADCASTING.

Engineer—Three years' experience all phases broadcasting. First class phone license. Classified 4-F. Married. Box [illegible] BROADCASTING.

Program Director—Capable man for either network or independent station. No one shot nor flash in the pan. Can produce excellent references. Draft free. Box [illegible] BROADCASTING.

ANNOUNCER—Network experience. Now working New York City. Seven years of radio. College trained, sober, reliable. Wishes affiliation with progressive station. Married—two children—3A in draft. AFRA. Box 23, BROADCASTING.

Available—Chief Engineer—Twenty years' experience. Age 41, dependents. First Class Telephone license. State salary and details. Prefer location in east but will consider others. Box 25, BROADCASTING.

Wanted to Buy

One Good Used Portable Recorder—Preferably Presto Y-2 or similar. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Radio Station KLO, Ogden, Utah.

For Sale

W.E. 310-B 250 Watt Transmitter—Complete. 175-foot Blaw-Knox self-supporting radiator. Delivery January. Box [illegible] BROADCASTING.

For Sale—One 6B Western Electric 1 KW Transmitter complete in good condition. Further details write Box 12, BROADCASTING.

In the CONTROL ROOM

DEAN WICKSTROM, studio technician of KPAS, Pasadena, Cal., has joined CBS, Hollywood. Dean Briggs, technician of KGFJ, Los Angeles, has taken over Wickstrom's former duties.

EMIL TAUBE, formerly of Sears-Roebuck, Philadelphia, and George J. Frank, an instructor at the Mastbaum Vocational School, Philadelphia, are new additions to the engineering staff of KYW, Philadelphia.

JOHN VINCENT, technician of KWKW, Pasadena, Cal., has resigned to join KPAS, that city. Robert Squire, new to radio, has taken over Vincent's former duties.

JACK CENTER, engineer of WINX, Washington, has qualified for appointment as an Army aviation cadet, but will not leave the station until early next year.

THORUS LaCROIX, engineer of the BLUE Hollywood, is the father of a baby boy, born Oct. 27.

ERNEST TEAGUE, staff engineer of WSRR, Stamford, Conn., entered the Army last Wednesday at Camp Devens, Mass.

OSCAR ANDERSON, technician of KGW-KEX, Portland, Ore., is the father of a boy.

ARTHUR MUHLENBEIN, former vaudeville juggler, has joined the engineering staff of WMFF, Plattsburg, N. Y.

MALCOLM MOBLEY Sr., new to radio, has joined the technical staff of KGFJ, Los Angeles. His son, Malcolm Jr., is engineer of KMPC, Beverly Hills.

MELVIN CODY, technician of KFOX, Long Beach, Cal., has joined KMPC, Beverly Hills, Cal.

CHARLES DROCK, formerly of WTTM, Trenton, N. J., has joined the engineering staff of WIP, Philadelphia.

ROBERT ROYAL, control operator of WPTF, Raleigh, has enlisted in the Army Air Forces as a radio mechanic.

JEAN KIRWAN, receptionist of WDRC, Hartford, has been appointed a control room operator. Miss Louise Gates takes over the reception desk.

PAUL LINDSAY, formerly of WCAX, Burlington, Vt., has been appointed chief engineer of WHEB, Portsmouth, N. H.

MARSHALL SEACRIST, engineer of WGES, Chicago, has joined the Navy as chief petty officer.

RAYMOND BROOKS and William Blaine are recent additions to the technical staff of WOWO-WGL, Fort Wayne, Ind.

EMPLOYES OF WFBR, Baltimore, express their regard for the station management, giving their third annual dinner to the board of directors at the Lord Baltimore Hotel Oct. 24. Fulton Lewis jr., MBS commentator, was guest of honor. At the head table are (l to r): Robert S. Maslin Jr., publicity director; Joseph Imbrogulio, musical director; Harold Batchelder, treasurer; Fulton Lewis jr.; Stewart Kennard, special events director and toastmaster; Hope Barroll, executive vice-president; Mrs. Fulton Lewis jr.; William Katencamp, chairman of the board, National Central Bank of Baltimore.

FTC Gets First 'Headache' Case Replies; Chelf Says Label Warns Against Overuse

FIRST ANSWERS to Federal Trade Commission complaints against makers of six headache preparations were filed with the Commission last week, when Chelf Chemical Co., Richmond (CCCC) and Ulrici Medicine Co., New York, and Trans-Pac Services, Long Island City (Ceregen) denied the charges of alleged misleading advertising [BROADCASTING, Oct. 26].

The complaints against these firms and four others—B. C. Remedy Co., Durham, N. C. (BC Headache Powder); Stanback Co., Salisbury, N. C. (Stanback Headache Powder); Emerson Drug Co., Baltimore (Bromo-Seltzer); Capudine Chemical Co., Raleigh (Hick's Liquid Capudine)—were filed Oct. 21. Under FTC procedure answers to all complaints must be returned in 20 days.

One of Five Cases

The CCCC citation was one of five cases where the principal charge was failure to warn that the medicines, if taken in quantities exceeding the recommended doses, "may cause dependence on the drugs, and when administered to children may be dangerous and injurious to health."

In defending their advertising, including radio continuity, CCCC declared it did not represent "use of its preparation will remove organic cause and effect a permanent cure of any organic physical and nervous disorders which are usually manifest by headaches, neuralgia, muscular pain and other symptoms."

The firm strongly defended measures it had taken to prevent overuse of the product, and denied that its use in dosage prescribed on the label is harmful to the system. CCCC pointed out that each container bears a warning: "Not over two doses in 24 hours; not for children unless prescribed by a physician; not to be used by those with kidney and other organic diseases unless advised by a physician. Do not exceed the recommended dosage. Frequent and continuous use may result in serious effects."

Ulrici Medicine Co., described in the FTC complaint as the firm controlling Ceregen, denied it cooperates with Trans-Pac Services in the sale and distribution of the product, and therefore alleges it was involved in no misleading advertising. Trans-Pac Services, in its answer, also said it was not cooperating with Ulrici. The firm said the FTC complaint was based on faulty translation of its Spanish-language newspaper and radio advertising.

ORGANIZED in part to speed up the training of NBC pages and guides, a series of weekly meetings conducted by department heads is in process at NBC. The rapid turnover of guides and pages has necessitated the meetings, where company officials explain the function and operation of various departments for the benefit of older staff members as well as new members of the guest relations division.

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT

WHKY offers complete coverage of the Rich Western North Carolina Market at *one* LOW COST.

1290 KC BLUE NETWORK

WDRC
CONNECTICUT'S PIONEER BROADCASTER

DO A BIG JOB

. . . at a low cost, in Hartford. WDRC's rate policy means real savings for you . . . it's one low uniform rate for all advertisers, whether national, regional or local. Basic CBS for Connecticut.

CBS

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox"

Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, INC.

580 Fifth Ave. New York City

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
OCTOBER 31 TO NOVEMBER 6 INCLUSIVE

Decisions . . .

November 5

WMIS, Natchez; WGRM, Greenwood, Miss.—Passed motion to take depositions in re applications for renewal of license.

WGAR, Cleveland — Granted motion to take depositions in re CP; granted motion to amend application for CP for hearings Dec. 4 in re applications of WGAR WHBC WADC.

KFXM, San Bernardino — Granted permission to amend application for unlimited time and to remove hearing from docket.

NEW, Northeastern Penna. Broadcasters Inc., Wilkes-Barre — Referred to full Commission petition for further hearing at Wilkes-Barre.

WORK, York, Pa.—Granted continuance of hearing from Nov. 16 to Dec. 16 in re application for CP.

KWFT, Wichita Falls, Tex.—Denied petition discontinue proceedings in re application to modify license.

WBYN, Brooklyn — Granted dismissal without prejudice of application to modify license.

WHEB, Portsmouth, N. H. — Granted motion dismiss without prejudice application for transfer of control.

WBOW, Terre Haute, Ind.—Granted dismissal of application for CP.

NOVEMBER 6

WIAC, San Juan, Puerto Rico—Granted modification of license to move main studio from San Juan to Hato Rey.

KROC, Rochester, Minn.—Granted consent to transfer license from Gregory P. Gentling, deceased, to his widow, Agnes P. Gentling.

WLW, Cincinnati—On commission's motion adopted order supplementing issues for Nov. 26 hearing.

NEW, Fort Hamilton Broadcasting Co., Hamilton, O.; Eastern Broadcasting Co., Huntington, N. Y.—Designated for hearing applications for 1450 kc. with 250 w unlimited and 1520 kc. 1 kw. limited to WKBW, respectively.

KXKX, Kansas City—Adopted order denying as in default application for renewal of license.

Applications . . .

October 31

WNYC, New York—Special service authorization to operate 6 a.m. to 10 p.m. with 1 kw. on 830 kc.

WCLE, Cleveland — Amend application for CP for change from 610 to 640 kc., unlimited to omit request for new transmitter.

WBIG, Greensboro, N. C.—Amend application for CP for change from 1470 to 640 kc. to omit request for new transmitter.

November 3

KVRS, Rock Springs, Wyoming—Transfer of control from R. R. West to Marjorie Lannen McCracken.

NOVEMBER 6

NEW, General Electric Co., San Francisco—Application for A3 Emission amended to request change of frequency to 30820, 33740, 35820, 37980 kc.

Tentative Calendar . . .

WINK, Louisville—Modification of CP for 1 kw. N 5 kw. D unlimited on 1080 kc. (Nov. 13).

'Raditone' in Canada

A COMPOSITE of Canadian station program schedules, titled *Radiotone*, was issued Nov. 2 by Elliott-Haynes, Toronto and Montreal market research organization. The book is to be issued fortnightly for the present, weekly later. The first issue contains condensed program schedules of 35 subscribing Canadian stations, each station's program schedule being condensed to one page of the book. The publication goes to timebuyers, advertising account executives, and advertisers.

WPB BANS PARTS FOR RAID ALARMS

FRANK H. MacINTOSH, chief of the civilian radio section of the War Production Board, advised broadcasters last Friday that preference rating certificates to be used in the purchase of electronic devices for air raid warning systems would not be allowed.

Some confusion has existed, he explained, as a result of FCC regulations covering air raid warning systems. The use of electronic devices in air raid warning systems was not made compulsory nor has their use been requested by any Government agency insofar as WPB could determine.

It was pointed out in certain regulations that should a station desire to use such devices it must conform to certain required specifications, as approved by interested Government agencies. This did not mean however that the stations were legally bound to use such devices.

"Strategic materials necessary in their manufacture are considered more essential for military equipment," Mr. MacIntosh observed. Furthermore, he said, air raid control systems have been in operation for many months in some sections of the country and no demand has been placed on manufacturers for strategic materials to insure their operation.

Many stations have already found it possible to build automatic devices from parts in their junk boxes, according to Mr. MacIntosh. He praised the ingenuity of broadcast engineers who solved their many problems in peacetime and felt certain that broadcast engineers can be depended on to utilize the same ingenuity to solve their problems in wartime without asking for strategic materials.

FIRST GIRL pages to join the NBC guide and page staff are Miss Gertrude Vander Poel, Mrs. Rebecca Shaw, formerly fashion stylist of WFLA, Clearwater, Fla., and Mrs. Kathryn Cole.

Premature

ALTHOUGH publicity department sources released the photograph on page 38, announcing the Nov. 7 marriage of Martin Gosch, producer of the NBC *Abbott & Costello Show* sponsored by Camels, a telegraphed report from Hollywood, received Friday night as BROADCASTING closed its last forms, stated that his wedding to Helene Hinden has been postponed. The press form containing the photograph was printed Thursday.

FIRST MIKE ever used at WBT, Charlotte, affectionately known as "Betty", is turned over by A. E. Joscelyn (left) to A. D. (Jess) Willard Jr., as a symbol of the latter's assumption of the managership of WBT last week [BROADCASTING, Oct. 26, Nov. 2]. Mr. Joscelyn has become manager of WCCO, Minneapolis; Mr. Willard left the managership of WJSV, Washington, to take the Charlotte post, his place in Washington having been assumed by Charles J. Burkland, ex-WCCO.

Dr. L. P. Wheeler Named To Presidency of IRE

FOLLOWING the count of mail ballots last week, the Institute of Radio Engineers reported that Dr. Lynde P. Wheeler, chief of the FCC Engineering Department's technical information section, had been elected president for the 1943 term. Elected vice-president was Frederick S. Barton, chief of the British Air Commission's radio division in Washington.

Of the six nominees for directors, the following were elected: Prof. Wilmer L. Barrow, Massachusetts Institute of Technology; Frederick B. Llewellyn, circuit research engineer, Bell Laboratories; Harold A. Wheeler, Hazeltine Service Corp.

Chemists to See Exhibit Of Electron Microscope

RECOGNIZING the importance of the electron microscope, which sees deeply into the sub-microscopic world, the National Chemical Exposition and Industrial Chemical Conference, meeting Nov. 24-29 at Chicago, will feature the first symposium on the instrument's use and achievements to date. Dr. V. K. Zworykin, associate director of RCA Laboratories, will discuss "The Electron Microscope in Relation to Chemical Research". For the first time, the RCA electron microscope will be displayed at the conference. As part of the exhibition, a gallery of micrographs obtained by photographing specimens as viewed by the electron microscope will be shown.

That the RCA electron microscope is playing an ever-increasing role in the war effort, is found in the announcement that 43 of the instruments are now in use, where they will be of greatest service in bacteriology, chemistry and metallurgy. Seven of these instruments are installed in England.

Network Accounts
All time Eastern Wartime unless indicated

New Business

J. TETLEY Co., New York (Jiffy Spice Mix), on Nov. 10 starts *Morning Merry Basket* on 8 BLUE stations, Tues., Thurs. and Sat., 10-10:15 a.m. C. F. Mueller Co., Jersey City, on Nov. 9, shifted sponsorship from Wed., Thurs. and Fri., 10-10:15 a.m. to Mon., Wed., and Fri. Agency: Duane Jones Co., New York;

ADAM HAT STORES, New York, on Nov. 17, 10:15 p.m., will sponsor the Turkey Thompson-Gus Dorezio bout on 127 BLUE stations, and on Dec. 1, 10:15 p.m., will sponsor the Bob Montgomery-Maxie Shapiro bout on 127 BLUE stations. Agency: Glickman Adv., N. Y.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Bee Hive corn syrup) on Oct. 31 started for the eighth season *Bee Hive Sportsviews* with Wes McKnight on 39 Canadian Broadcasting Corp. stations, Sat. 7-7:15 p.m. Agency: Ronnell Eastman & Co. Ltd., Toronto.

SALES BUILDERS Inc., Los Angeles (cosmetics), on Nov. 6 started for 13 weeks, participation in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Fri., 9:30-10 a.m. (PWT). Agency: Smith & Drum, Los Angeles.

STOKELY BROS. & Co., Indianapolis (Van Camp's Tenderoni), on Nov. 1 started five-minute participations in *Breakfast at Sardi's*, on 13 Pacific BLUE stations, Thurs., and Fri., 9:30-10 a.m. Agency: Calkins & Holden, N. Y.

Renewal Accounts

WM. WRIGLEY JR. Co., Chicago (Doublemint Gum), has renewed *Sergeant Gene Autry* on 116 CBS stations, Sun., 6:30-7 p.m. Agency: J. Walter Thompson Co., N. Y.

WM. WRIGLEY JR. Co., Chicago (chewing gum), has renewed *Ben Bernie* on 12 CBS stations, Fri., 5:45-6 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes), on Nov. 17 renews *Information Please* on 109 NBC stations, Fri., 8:30-9 p.m. (rebroadcast Tues., 8:30-9 p.m. PWT). Agency: Lord & Thomas, N. Y.

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson oil), has renewed for 13 weeks its NBC Coast network program *Hawthorne House*, weekly half-hour dramatic program, starting its eighth year on the air. The renewal was secured by Earl Mitchell, NBC network sales representative, through Fitzgerald Adv. Agency, New Orleans. KPO originates the program. Writers are Ray Buffum and Don Thompson.

AUSTIN STUDIOS, Los Angeles (portrait photographer), on Nov. 14 renews for 13 weeks *Hero of the Week* on 8 BLUE California stations (KECA KGO KFSD KTMS KERN KFBK KTKC KWG), Sat., 6:55-7 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

Network Changes

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Nov. 16 adds 6 CBS stations to *Vox Pop*, making a total of 76 CBS stations, Mon., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CHESEBROUGH MFG. Co., New York (vaseline), on Nov. 4 added 51 CBS stations to *Dr. Christian*, making a total of 116 CBS stations, Wed., 8:30-8:55 p.m. (rebroadcast 11:30 p.m.). Agency: McCann-Erickson, N. Y.

A. S. BOYLE Co., Vernon, Cal. (Harmony vitamins, Old English products), on Nov. 2 increased from 3 to 5 participations weekly in *Breakfast at Sardi's* on 13 BLUE Pacific Coast stations, Mon. thru Fri., 9:30-10 a.m. (PWT). Agency: J. Walter Thompson Co., Los Angeles.

STANDARD OIL Co. of Cal., San Francisco, on Nov. 22 shifts *Standard Symphony* on 6 Pacific NBC stations from San Francisco to Hollywood for 10 weeks, Sunday, 9-9:45 p.m. (PWT). Agency: BBDO, San Francisco.

IMPERIAL OIL Ltd., Toronto, on Oct. 31 added to *Imperial Hockey Broadcast* CKNX, Wingham, Ont., and CHOV, Pembroke, Ont., making a total of 43 Canadian stations carrying the hockey game, Sat. 9-10:30 p.m. Agency: MacLaren Adv. Co., Toronto.

J. L. ALEXANDER, Toronto, has been appointed exclusive representative for CJFX, Antigonish, Nova Scotia, new Canadian station operating with 1,000 watts on 580 kc.

Rural Areas Show Business Uptrend

Rationing Is Keeping Trade in Towns Near Home

SMALL TOWN business throughout the United States appears to be definitely improving, despite wartime priorities on many classes of merchandise and present or prospective restrictions on transportation and cross-hauling of many luxury or non-essential goods, according to Earl E. Sproul, vice-president of Western Newspaper Union, writing in *Bankers Monthly*.

Trend of improved business in the "small towns" of the country is attributed in large measure to the tire and gasoline shortage and the constrictive effect it has had on the travel of farmers and residents of the small towns. This substantial group of buyers, says Mr. Sproul, is now forced to trade in the small towns nearer home, instead of in larger cities farther away, where they went when they could travel without restriction.

Surveys Confirm Upturns

As a result of various surveys conducted by Mr. Sproul's organization, verification of this changed trend was found in virtually every section of the United States, both from wholesalers and retail merchants. "Many local stores were taking on new life, enlarging and freshening up their stocks, improving their properties, increasing their advertising," Mr. Sproul stated.

Mr. Sproul expresses the opinion that the tire shortage for average civilian use cannot be remedied for at least three years—probably longer.

"This means that the present rejuvenation of the small town is no temporary thing," Mr. Sproul continues. "That it will last long enough for people to form a *new* habit, that of buying at home, seems certain. How long that new habit may endure will depend largely upon two conditions:

"First, the length of time required to lure farm and town families back to the roaming customs into which the automobile had led them; and, second, the success of small-town merchants in serving their customers so that they will not want to wander back to distant retail 'pastures' which they may have thought looked greener than their own.

"So, the conclusion is, that our country towns are due for a long period of retail merchandising activity. Manufacturers and wholesalers are so convinced of this that many of them are altering their sales plans to a degree that no mere brief emergency would induce them to undertake."

GUIDING BRAINS of the new weekly half-hour NBC *Furlough Fun*, service men's participation show, the triple-threat production squad at left earns sceptical approval of talent trio. Sponsored by Gilmore Oil Co. on five NBC Pacific Coast stations, the half-hour series started Nov. 2 for 52 weeks. Sextet are (l to r) Nate Tufts, production supervisor of Ruthrauff & Ryan, Hollywood, agency servicing the petroleum account; Dave Elton NBC producer; Bill Davidson, agency producer; Beryl Wallace, mistress of ceremonies; Spike Jones, musical director; George Riley, comedian featured on the show.

AFRA to Revise Rules To Cover Dealings of Radio Artists, Agents

AMERICAN Federation of Radio Artists has revised its Rule 12, covering dealings of AFRA members with the agents who represent or manage them, and will shortly issue the new regulations as Rule 12-A. Rules, which have been discussed with representatives of the major talent agent organizations, are now getting a final inspection by AFRA attorneys and are expected to be published shortly.

New rules, which will go into effect Nov. 2, 1943 and run until June 1, 1948, vary in several respects from the former regulations. They cover contracts with agents for work on phonograph records as well as in radio; limit the length of contracts between artists and agents to a maximum of three years in place of the five-year maximum formerly permitted; limit commissions to a maximum of 10% for all artists, dropping the provisions for an extra 5% which announcers and singers might pay to agents under guarantee management contracts.

New regulations also contain a "continuity of management" clause requiring at least one person at the agency, who is named in the artists's contract with the agency, to remain active with the agency for the duration of the contract. They prohibit persons who are producers or employers or independent contractors in the broadcasting, transcription or phonograph record fields; who are engaged in the advertising agency business; who own or control stations or networks; who act as artists bureaus, or who own interests in any firms in those fields, from becoming licensed agents. And they rule that agents for employers of AFRA members or for clients engaged in package show activities shall not collect commissions from AFRA members for work on these package shows.

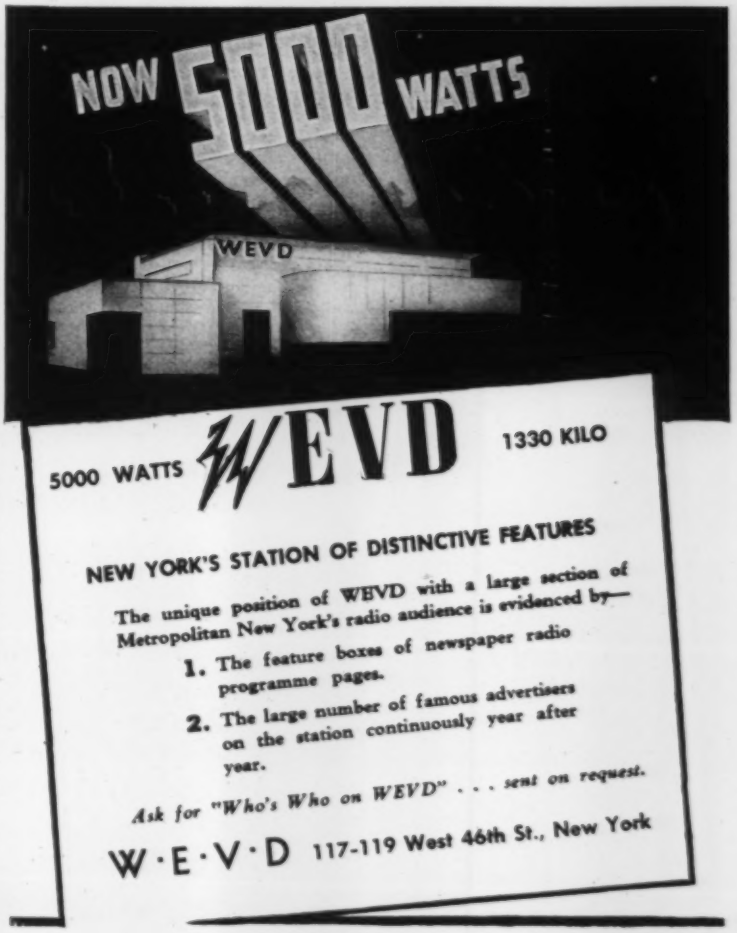
RILEY JACKSON, former program director of WIND, Chicago, has been appointed assistant to Edward E. Simmons, head producer of Wade Adv. Agency, Chicago. He will aid in directing the BLUE *Quiz Kids* and NBC *National Barn Dance*, sponsored by Miles Labs., and *Sachs Amateur Hour*, sponsored on WENR, Chicago, by Morris B. Sachs, Chicago.

WHN-ACA Sign

AMERICAN Communications Assn. (CIO) and WHN, New York, have signed a one-year closed shop agreement covering the station's technical employes, ACA has announced. Contract provides for a starting salary of $52.50 weekly, said to be the highest paid by any major station. All hiring will be done through the union, with minimum salary of $85 weekly for supervisors; two weeks vacation with pay after six months of service, three weeks after one year; $2.50 weekly increase every six months; establishment of grievance machinery for settling all disputes. Contract, retroactive to Oct. 1, was signed by Herbert L. Pettey, general manager of WHN, and by Joseph P. Selley, ACA president, and Joe Ehrlich, organizer of ACA's broadcast division.

AFM Coast Deals

WITH new contracts covering wage and working conditions having been signed with CBS and NBC, Los Angeles Musicians Mutual Protective Assn., Local 47, has started negotiating a similar deal with Don Lee Broadcasting System, Hollywood. Although details of the proposed contract with Don Lee network were not revealed, union officials stated that it is similar to those signed by NBC and CBS. Latter two granted 5% salary increases to staff musicians, and added additional men to house orchestras with working week cut from six to five days.


NOW 5000 WATTS
WEVD
5000 WATTS WEVD 1330 KILO
NEW YORK'S STATION OF DISTINCTIVE FEATURES
The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—
1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.
Ask for "Who's Who on WEVD" . . . sent on request.
W·E·V·D 117-119 West 46th St., New York

WJWC HAMMOND—CHICAGO
Supercharged Coverage of Chicago's New Wealth — the Working People!
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

CBS and RCA Net Lower This Year

Both Show Gains in Gross But Operating Costs Increase

CBS consolidated income statement for the nine months ended Oct. 3, 1942, shows a gross income for the network of $45,293,615, an increase of 2.8% from the gross of $44,049,683 for the nine months ending Oct. 4, 1941.

Net profit for the period shows a drop of 23.6%, however, from $3,815,435 last year to $2,893,670 this year, due chiefly to an increase in operating costs from $17,744,351 in 1941 to $19,842,023 in 1942. Figures are not exactly comparable, however, as the 1941 period included 40 weeks while only 39 weeks are included in the 1942 period.

Statement, released Nov. 4 by Frank K. White, CBS vice-president and treasurer, shows earnings per share for the nine months of $1.69 this year compared with $2.22 last.

The CBS board of directors on Nov. 4 declared a year-end cash dividend of 60 cents a share on the Class A and Class B stock of $2.50 par value, payable Dec. 4 to stockholders of record at close of business Nov. 13.

RCA's Net Drops

Although RCA's gross income for the first three-quarters of 1942 totaled $136,523,433, up 24.6% from the gross of $109,589,947 for the same period of 1941, the company's net income after provisions for taxes was only $5,158,058 this year as compared with $6,611,560 last, a drop of 22%. Difference is accounted for by the increase in Federal taxes from $9,803,600 for the first nine months of 1941, to $15,811,400 for the same part of 1942.

For the third quarter of this year RCA grossed $46,427,841, a gain of 14.1% from the gross of $40,698,568 in the like period of last year, but the net in 1942 was down 15.0%, from $2,510,464 in 1941 to $2,133,937 in 1942. Earnings per share of common stock, after preferred dividends were deducted, amounted to $.096 for the third quarter and $.198 for the nine months of 1942, as against $.123 and $.302 respectively in 1941. Figures were released Nov. 4 by David Sarnoff, RCA president.

New WNYC Application

FOLLOWING refusal of the FCC to grant permission for it to operate fulltime on 830 kc., clear channel now occupied by WCCO, CBS-owned Minneapolis outlet, WNYC, New York City's municipally-owned station, filed with the Commission Oct. 31 an application for special service authorization to operate on the frequency from 6 a.m. to 10 p.m. with 1,000 watts [BROADCASTING, Oct. 26].

Government Demands Offices Occupied by NAB in Capital

PROBABILITY loomed last week that the NAB, occupying the entire ninth floor of the Normandie Bldg., 1626 K St., N. W., Washington, would shortly be required to vacate the premises under a Federal condemnation order demanding that all occupants of the building move out to make way for the staff of the Reconstruction Finance Corp. assigned to the synthetic rubber program.

A copy of the order from the district court was posted in the building last Wednesday, taking all tenants by surprise. The exact time of moving was not indicated in the order, though the landlord stated he had been instructed to collect November rentals when first approached by the RFC to sell or rent the building.

Objections Raised

In the absence of President Neville Miller, C. E. Arney, his assistant, in response to a request from RFC, wrote a letter Thursday advising the RFC that NAB is representative of the broadcasting industry which has been classified as an essential war industry, and that moving at this time, in the face of a lease which has until Dec. 31, 1943, to run, would seriously hamper its operations. Other tenants, largely attorneys and trade associations, are also understood to have entered objections.

The NAB's by-laws require that headquarters be maintained in Washington. The overcrowded office building situation in the capital renders it virtually impossible to secure adequate space in other office buildings, but possibly a private residence could be obtained for the association. Even residential space on a rental basis is extremely scarce, though houses are still available for purchase.

President Miller and the NAB board may be faced with the problem either of purchasing a Washington structure of some sort, or else moving the NAB to another city.

'Fortune' Reveals High School Students Use Radio as Principal Source of News

RADIO is the prime source of news for the country's high school students, according to a survey reported in the November *Fortune* Magazine conducted by Elmo Roper. An average figure for all students shows that 57.2% of them rely on radio for their news, contrasted with 34.8% for newspapers and 5.6% for magazines. Broken down by sex, the boys were 56.6% for radio and the girls indicated a 57.7% preference.

The survey represents " a faithfully balanced cross section of high school students," the article points out, and was considered important by the magazine's editors because this group will be the country's soldiers in the near future as well as voters in the postwar period. In conducting the survey, the general purpose was to determine the opinions of this important group on a variety of issues ranging from their opinions on our form of Government and economic system to their purposes in fighting the war.

Talking a Big Source

The question which placed radio at the top as a news source was phrased, "Where do you get most of your news—from newspapers, radio, magazines, talking with people or where?" Talking received considerable strength in the group average—20.7%—although it was third behind radio and newspapers. Indecision was small, only 1.4% reporting other sources or that they didn't know.

Differences in age, economic levels and geographical homes had little effect upon opinions, the *Fortune* article reports. The main contrast occurs, it is stated, in sex differences. Boys, it is contended, are better informed and more conscientious newspaper readers.

The Survey

Where do you get most of your news—from newspapers, radio, magazines, talking with people, or where?

	All Students	Boys	Girls
Radio	57.2%	56.6%	57.7%
Newspapers	34.8	40.1	29.4
Talking	20.7	15.6	25.8
Magazines	5.6	6.4	4.9
Other and don't know	1.4	1.4	1.3
	119.7%	120.1%	119.1%

As between economic levels and size of place, and even as between ages, there are only very small differences in news-getting habits—none comparable with the contrast between the sexes. Boys, who are more conscientious newspaper readers than girls, are much the better informed. The relationship is reflected in another way in the following tabulation:

	Newspapers and radio*	Newspapers	Radio	Other
Well informed	25.7%	23.0%	17.5%	15.1%
Poorly informed	45.5	42.0	43.2	38.9
Uninformed	28.8	35.0	39.3	46.0

* *Because of the complexity of tabulating multiple answers, these headings would, from left to right, be more accurately described as: "newspapers and radio, plus maybe a few others"; "newspapers plus maybe a few others except radio"; "radio plus maybe a few others except newspapers"; "other, excluding radio and newspapers."*

Drawn for BROADCASTING by Sid Hix

He's a Mess Sergeant Over at Camp Lee!"

Hackett's Bond Post

CECIL H. HACKETT, managing director of WINS, New York, has been appointed chairman of the radio committee of the New York War Savings Staff, it was announced last week by Arthur Kudner, chairman of the Committee on Information and president of the Arthur Kudner Agency. Mr. Hackett was in the bond business prior to entering radio, serving as manager of the New York and New Jersey bond departments of Geller & Co., and later with his own firm of Lord & Hackett. He has also had positions with WHN and WMCA, New York.

Pillsbury Uncertain

ALTHOUGH Pillsbury Flour Mills Co., Minneapolis, on Dec. 4 discontinued *Clar, Lu 'n' Em* on 40 CBS stations, 11-11:15 a.m., the company is undecided about future radio plans. Under consideration is a possible campaign of one-minute and participating announcements in selected markets or possibly another network program. McCann-Erickson, Chicago is agency.

'Info Please' Renewed

AMERICAN TOBACCO Co., New York, has renewed its contract with NBC for the Friday night half-hour *Information Please*, which will continue to be broadcast over 109 stations for Lucky Strikes. Lord & Thomas is agency. The program has been on NBC continuously since Nov. 15, 1940.

No. 6 OF A SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WARTIME ADVERTISING.

"THE RETAILER IS IN THE DRIVER'S SEAT"

Says **N. E. KREUZBERG,** Sales and Advertising Manager of 75 U-Be-See Food Stores associated with **THE LIMA-KENTON GROCERY COMPANY,** Lima, Ohio.

"As I see it, the fate of all food manufacturers is now entirely in the hands of the retailer. From my own personal observations, the retailer is generally interested in some private brand that he suggests and generally sells, should the advertised brand be out of stock.

"It appears that unknown brands are quite likely to make great strides unless all possible advertising support is continued for known brands in the retail food business.

"No right-thinking retailer can blame a manufacturer if war shortages make it impossible to supply normal amounts of his product. But he can find fault if advertising and point-of-sale support are withdrawn altogether.

"Continued advertising is essential even though it may indirectly result in the sale of private brands due to unavoidable shortages of nationally advertised merchandise.

"This may seem to be a "reverse" role for national advertising—but the important thing is that it will keep alive the consumer's desire to buy nationally advertised brands . . . and it will help the retailer stay in business.

"Therefore, such a policy will pay big dividends with those retailers when manufacturers are able to produce consumer goods in abundance once more."

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION